



FOSTER FARMS 2015 'DON'T CALL ME BASIC' SANDWICH CONTEST

In celebration of National Sandwich Month and to introduce the new [Foster Farms All Natural Sliced Turkey](#) lunchmeat, Foster Farms has launched the "Don't Call Me Basic" turkey sandwich contest to find the most inventive turkey sandwich.

Foster Farms is calling on the public to develop unique sandwich creations using its new premium turkey lunchmeat to prove that turkey sandwiches with Foster Farms All Natural Sliced Turkey are anything but basic.

Simple steps to enter:

1. Create a turkey sandwich using Foster Farms All Natural Sliced Turkey lunchmeat and the unique ingredient combination of your choosing.
2. Post a photo of your sandwich to Instagram, along with the recipe and tag [@FosterFarms](#) and #DontCallMeBasic. Make sure your profile is public!

OR

Email a list of ingredients and photo of your sandwich creation to dontcallmebasic@fosterfarms.com.

FOSTER FARMS
Family Owned Since 1939

Don't Call Me Basic

INSTAGRAM SANDWICH CONTEST

ALL NATURAL
FOSTER FARMS
PREMIUM
LOW SODIUM
ALL NATURAL SLICED TURKEY
NET WT 8 OZ



OFFICIAL RULES AND REGULATIONS

1. **Promotion Description:** The “Don’t Call Me Basic” Sandwich Contest runs 8/1/2015 and ends on 8/31/15 at 11:59 PDT. By participating in the Contest, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Foster Farms (“Sponsor”), which shall be final and binding in all respects. Sponsor is responsible for the collection, submission or processing of Entries and the overall administration of the Contest. Entrants should look solely to Sponsor with any questions, comments or problems related to the Contest.
2. **Contestants:** The Foster Farms “Don’t Call Me Basic” sandwich contest is open to all U.S. residents over the age of 18. Void where prohibited or restricted by law. Sponsor and their respective parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies and each of their respective officers, directors and employees (collectively, the "Promotion Entities"), and members of their immediate families and/or persons living in the same household as such persons, are ineligible to enter the Contest or win a prize.
3. **Promotion:** As part of the contest, contestants agree to participate in the promotion of their recipes (media interviews, website interviews, social media promotion, etc.) at no additional compensation.
4. **Call for Entries/Sandwich Recipe Submissions:** All entries must be accompanied by a photo of the recipe or they will be disqualified. Entries (you may submit more than one entry) may be submitted via email at dontcallmebasic@fosterfarms.com or via Instagram with the #dontcallmebasic hashtag and tag @fosterfarms. Instagram accounts must be public to be eligible. Online and emailed entries are due by 11:59:59 PDT on August 31, 2015.
5. **Sandwich Recipe Requirements:** It is a contest requirement that all recipes entered must use Foster Farms All Natural Sliced Turkey lunchmeat. All recipes must make 1 - 2 servings. Entries must be accompanied by a photo of the submitted recipe.
6. **Restrictions**
 - Employees of Foster Farms or immediate family members of Foster Farms employees are not eligible to participate. Previous grand prize winners of the Foster Farms Fresh Chicken Cooking Contest are not eligible to participate.
 - Recipes must be original and not be published in any public forum ("original" is defined as not previously published in the same or substantially the same form). Contestant finalists will be required to certify in writing that the entry is "original."
 - All entries become the property of Foster Farms. Entry constitutes permission to edit, modify, adapt, publish, promote and otherwise use the recipe in any way without compensation.
 - Recipes that do not follow recipe requirements will be disqualified.
 - Contest void where prohibited by law.
7. **Judging**
 - Recipes will be selected and judged by panels comprised of culinary and food industry professionals who will narrow selection to five final recipes. Five final recipes will be judged by a panel of food/lifestyle bloggers.
 - Finalists will be notified by email or direct message via Instagram in/early September 2015.
 - Judges will make decisions based on: appearance, appeal, simplicity/ease of making and originality.
8. **Prizes**
 - One grand prize winner will receive a luxury weekend getaway for two to the Napa Valley [two night stay for two at a Napa Valley luxury hotel, travel to/from the Napa Valley, gourmet picnic lunch (\$4,000 value)] **OR** \$4,000 cash prize.
 - Only one prize per person and per household will be awarded. Prizes cannot be transferred or substituted by winner. Taxes on prizes are the responsibility of the winners.
 - A weekly random drawing for culinary prizes will be held. [See official Random Weekly Drawing Rules for details]
 - Taxes on prizes are the responsibility of winners.



- Sponsor reserves the right in its sole and absolute discretion to award a substitute prize of equal or greater value if the prize described in these Official Rules is unavailable or cannot be awarded, in whole or in part, for any reason. The ARV of the prize represents Sponsor's good faith determination. That determination is final and binding and cannot be appealed. If the actual value of the prize turns out to be less than the stated ARV, the difference will not be awarded in cash. Sponsor makes no representation or warranty concerning the appearance, safety or performance of any prize awarded. Restrictions, conditions, and limitations may apply. Sponsor will not replace any lost or stolen prize items.
 - Prize will be awarded and/or delivered by Sponsor. Sponsor is not responsible for lost or damaged items during delivery. All federal, state and/or local taxes, fees, and surcharges are the sole responsibility of the prize winner. Failure to comply with the Official Rules will result in forfeiture of the prize.
 - Automated or robotic Entries submitted by individuals or organizations will be disqualified. Internet must be made by the entrant. Any attempt by an entrant to obtain more than the stated number of Entries by using multiple/different email addresses, identities, registrations, logins or any other methods, including, but not limited to, commercial Contest subscription notification and/or entering services, will void that entrant's Entries and that entrant may be disqualified. Final eligibility for the award of any prize is subject to eligibility verification as set forth below. All Entries must be posted by the end of the Promotion Period in order to participate. Sponsor's database clock will be the official time keeper for this Contest.
9. **Privacy:** All entrants acknowledge that if they are chosen as a winner, certain of their personally identifying information may be disclosed to third parties at least as required by law, including, without limitation, on a winner's list.
10. **Limitation of Liability:** Sponsor is not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error, which may occur in the processing of submissions in the Contest. Sponsor assumes no responsibility for any misdirected or lost mail, or any error, omission, interruption, deletion, defect, delay of operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of email or players on account of technical problems or traffic congestion on the Internet or at any website or combination thereof, including injury or damage to entrant's or any other person's computer/mobile phone related to or resulting from participating downloading materials in the Contest. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, then Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Contest. In such event, Sponsor may, in its sole discretion, perform the random drawing from among all eligible Entries received prior to or after such cancellation, suspension, or modification.
- In the event of a dispute concerning who registered online to participate in the Contest, the registration will be declared to have been made by the authorized account holder is defined as the natural person who is assigned to an email address by an internet provider, online service provider, or other organization (e.g., business, education institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the Facebook/Twitter/Instagram address. If a dispute cannot be resolved to Sponsor's satisfaction, the entry will be deemed ineligible.
11. **Winner's List:** To obtain a copy of any legally required winners list or a copy of the Official Rules, send the applicable request and a self-addressed, stamped envelope to Foster Farms cc: Foster Farms Turkey Lunchmeat [Don't Call Me Basic Sandwich Contest] at P.O. Box 306, Livingston CA 95334. Request must be received no later than 6 months for the name of the winner and, by the end of the promotion, for a copy of the rules.
12. **Sponsor:** The Contest is sponsored by Foster Farms, P.O. Box 306, Livingston CA 95334.
13. **Instagram Disclaimer:** By entering, Entrants understand that they are providing their information to the Sponsor and not to Instagram. This promotion is in no way sponsored, endorsed or administered by, or associated with Instagram.



FINAL RULES FOR 'DON'T CALL ME BASIC' SANDWICH CONTEST RANDOM WEEKLY DRAWING

- Promotion Description:** The "Don't Call Me Basic" Sandwich Contest Weekly Drawings run 8/1/2015 and end on 8/27/15 at 11:59 PDT. By participating in the Contest, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Foster Farms ("Sponsor"), which shall be final and binding in all respects. Sponsor is responsible for the collection, submission or processing of Entries and the overall administration of the Contest. Entrants should look solely to Sponsor with any questions, comments or problems related to the Contest.
- Contestants:** The Foster Farms "Don't Call Me Basic" sandwich contest is open to all U.S. residents over the age of 18. Void where prohibited or restricted by law. Sponsor and their respective parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies and each of their respective officers, directors and employees (collectively, the "Promotion Entities"), and members of their immediate families and/or persons living in the same household as such persons, are ineligible to enter the Contest or win a prize.
- Random Drawing Winner Selection:** Four random winners will be selected from eligible Contest entrants [See Contest Rules for details] who submit their Don't Call Me Basic sandwich recipe and photo during the August 1 – August 27, 2015 timeframe. One winner will be selected each week in a random drawing from among all eligible Entries submitted from participants and received throughout the Promotion Period August 1 – August 27 at 11:59 PDT. The random drawing will be conducted on every Friday in August (August 7, 14, 21 and 28) by 7:00 p.m. PDT by Sponsor or its designated representatives, whose decisions are final. Odds of winning will vary depending on the number of eligible Entries received. Winner will be notified directly through Instagram direct message or email, dependent upon how they enter, about two hours after the random drawing. Potential winner must accept a prize by delivery as directed by Sponsor within one week of notification. Any winner notification not responded to or returned as undeliverable may result in prize forfeiture. The potential prize winner may be required to sign and return an affidavit of eligibility and release of liability, and a Publicity Release (collectively "the Prize Claim Documents"). No substitution or transfer of a random drawing prize is permitted except by Sponsor.
- Prizes:** Four (4) winners will receive either a (a) high-end Panini maker, retail value approximately \$200 or (b) gourmet picnic basket, retail value approximately \$200. The weekly prize will be predetermined by Sponsor. Items will be delivered by courier/UPS. Only one prize per person and per household will be awarded. Prizes cannot be transferred, redeemed for cash or substituted by winner. Sponsor reserves the right in its sole and absolute discretion to award a substitute prize of equal or greater value if the prize described in these Official Rules is unavailable or cannot be awarded, in whole or in part, for any reason. The ARV of the prize represents Sponsor's good faith determination. That determination is final and binding and cannot be appealed. If the actual value of the prize turns out to be less than the stated ARV, the difference will not be awarded in cash. Sponsor makes no representation or warranty concerning the appearance, safety or performance of any prize awarded. Restrictions, conditions, and limitations may apply. Sponsor will not replace any lost or stolen prize items.
 - Prize will be awarded and/or delivered by Sponsor. Sponsor is not responsible for lost or damaged items during delivery. All federal, state and/or local taxes, fees, and surcharges are the sole responsibility of the prize winner. Failure to comply with the Official Rules will result in forfeiture of the prize.
 - Automated or robotic Entries submitted by individuals or organizations will be disqualified. Internet entry must be made by the entrant. Any attempt by an entrant to obtain more than the stated number of Entries by using multiple/different email addresses, identities, registrations, logins or any other methods, including, but not limited to, commercial contest/Contest subscription notification and/or entering services, will void that entrant's Entries and that entrant may be disqualified. Final eligibility for the award of any prize is subject to eligibility verification as set forth below. All Entries must be posted during the promotion period by Thursday at 11:59 p.m. PDT to be considered for that week's drawing. Sponsor's database clock will be the official time keeper for this Contest.
- Promotion:** As part of the contest, contestants agree to participate in the promotion of their recipes (media interviews, website interviews, social media promotion, etc.) at no additional compensation.



6. **Privacy:** All entrants acknowledge that if they are chosen as a winner, certain of their personally identifying information may be disclosed to third parties at least as required by law, including, without limitation, on a winner's list.
7. **Limitation of Liability:** Sponsor is not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error, which may occur in the processing of submissions in the Contest. Sponsor assumes no responsibility for any misdirected or lost mail, or any error, omission, interruption, deletion, defect, delay of operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of email or players on account of technical problems or traffic congestion on the Internet or at any website or combination thereof, including injury or damage to entrant's or any other person's computer/mobile phone related to or resulting from participating downloading materials in the Contest. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, then Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Contest. In such event, Sponsor may, in its sole discretion, perform the random drawing from among all eligible Entries received prior to or after such cancellation, suspension, or modification.
 - In the event of a dispute concerning who registered online to participate in the Contest, the registration will be declared to have been made by the authorized account holder is defined as the natural person who is assigned to an email address by an internet provider, online service provider, or other organization (e.g., business, education institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the Facebook/Twitter/Instagram/email address. If a dispute cannot be resolved to Sponsor's satisfaction, the entry will be deemed ineligible.
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