

Take the Lifeway Foods Blogger Recipe Challenge and see if you have the right ingredients to be a winner! Using the probiotic-rich and nutrient-dense superfood Kefir!

WIN UP TO \$1,500.00!

Lifeway is looking for spectacular bloggers, not professional chefs, to compete in their inaugural Lifeway Foods Blogger Recipe Challenge.

Take the challenge and share your creativity using Lifeway's delicious Kefir products, to create an original recipe. We are looking for the most creative, inspirational, and amazingly delicious recipes, that feature unexpected flavors paired with premium ingredients, to deliver a bold range of flavors that make homemade dishes seem extravagant.

All qualified participants will receive one free Kefir Package to create their recipes with. The Lifeway Foods Blogger Recipe Challenge will only be open to the first 30 eligible bloggers who sign up. There are three categories for the challenge listed below. Bloggers are encouraged to participate in all three categories. One winner will be selected from each category and the winning recipes from each category will compete to see who will become the grand prize winner. The contest starts on September 3rd, 2019 and ends November 1st, 2019. NO PURCHASE NECESSARY.

**What's the challenge and what do I win?**

One Smoothie Category Winner: \$500.00 Cash Prize

One Entree Category Winner: \$500.00 Cash Prize

One Entertaining / Appetizer Category Winner: \$500.00 Cash Prize

The winners of the contest will be determined by judging all qualifying entrants' submissions based on the following criteria:

**Visual Appeal: 25%**

Does the recipe show well? Do your eyes make you want to eat this recipe before you even taste it?

**Creativity: 25%**

Does your recipe show originality? Is this recipe reflective of unique twists to ingredient usage? Have you incorporated your personal touch to this recipe?

**Taste: 50%**

Does this recipe taste great with every bite or sip? Would you want to make this recipe over and over again based on taste alone? Does it contain interesting, yet gratifying flavor combinations?

**Contest Rules**

To take the challenge, participants must submit the entry form below starting on September 3rd, 2019. To qualify for the Lifeway Foods Blogger Recipe Challenge the following rules apply:

- Must be 21 years old or older at time of entry
- A legal U.S. resident – Voided in Alaska and Hawaii
- Food blog must be updated frequently (at least once per week) and has been in existence for at least 6 months
- RECIPE MUST BE ORIGINAL
- Applicants cannot be professional chefs
- NO PURCHASE NECESSARY

**Recipe Details**

Lifeway Foods will send each qualified blogger Lifeway products for free to create their recipes with.

Only recipes using Lifeway Foods products will be considered. When compiling the list of ingredients for your recipe, you must state the name of the Lifeway Foods product used. Other ingredients used in the recipe must be easily available items and not specific or unique to any other brand.

Photos must be a mix of horizontal and vertical layouts, with at least three images that clearly display Lifeway Food's product packaging along with the finished recipe. Lifestyle photos including in-process shots are encouraged.

Lifeway Foods is looking for recipes that are easy to recreate, mouthwateringly delicious, and of course, original and inventive.

## **How to Submit Your Recipe**

You must publicly post your final recipe along with photos of your selected Lifeway Foods product on your food blog, Facebook, Twitter, and Instagram to qualify. You must also include Lifeway Foods's social media links (Instagram, Facebook, and Twitter), website URL (lifewaykefir.com), when posting your recipe on your blog. You must also tag Lifeway Foods on all of your social media platforms using the hashtags #lifewaykefir #madewithlifeway and #lifewayrecipechallenge.

Please email your original recipe to [ambassadors@lifeway.net](mailto:ambassadors@lifeway.net), including 3-5 photos (jpeg) of your finished recipe, along with links to your published recipe and social media posts by the contest deadline. Applicants are responsible for complying with all rules of Facebook, Twitter, and Instagram.

## **Timeline & Important Information**

- Contest begins September 3rd, 2019 and ends November 1st, 2019
- Recipes must be sent no later than November 1st, 2019
- No recipes will be allowed for entry after November 1st, 2019
- Contest only open to the first 30 QUALIFIED bloggers

## **The Lifeway Foods Blogger Recipe Challenge Official Contest Rules**

1. Eligibility: This Contest is open to legal U.S. residents residing in the forty-eight (48) contiguous United States who are 21 years of age or older at time of entry. This contest is sponsored by Lifeway Foods, Inc. of Morton Grove, IL (sometimes referred to as "the sponsor"). Employees, officers and directors of Lifeway Foods, Inc. and its affiliated companies and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors/partners are not eligible to participate. Void in Alaska, Hawaii and where prohibited by law. Entrants are responsible for complying with all rules of Facebook, Twitter, Pinterest and Instagram (including but not limited to terms of use and community guidelines), as applicable.

2. How To Enter: Contest begins at 12:01 a.m. Pacific Standard Time on September 3, 2019 and ends at 11:59 p.m. Pacific Standard Time on November 1, 2019 (the "Deadline Date"). All entries must be received by 11:59 p.m. Pacific Standard Time on the Deadline Date. All entrants must submit name, address, city, state, zip code, telephone number, email address and blog name. If entries do not contain all necessary information, the entrant will be disqualified. Please be certain to follow all directions. Sponsor is the official timekeeper for this contest. Lastly, by checking the corresponding box on the entry form, you expressly affirm that you have read and fully agree to these Official Rules. NO PURCHASE NECESSARY.

3. Judging: The winners of the contest will be determined by judging all qualifying entrants' submissions based on the following criteria: Visual Appeal: 25% Does the recipe show well? Do your eyes make you want to eat this recipe before you even taste it? Creativity: 25% Does your recipe show originality? Is this recipe reflective of unique twists to ingredient usage? Have you incorporated your personal touch to this recipe? Taste: 50% Does this recipe taste great with every bite or sip? Would you want to make this recipe over and over again based on taste alone? Does it contain interesting, yet gratifying flavor combinations? Lifeway Foods, Inc. will judge all entries using the criteria stated above and in its sole and absolute discretion. Decisions of Lifeway Foods, Inc. are final and binding on all matters relating to this contest. All recipes must be the original work of entrant and not previously published. You may use other recipes for inspiration, but you must make your own unique ingredient and cooking instruction changes for the recipe to be considered. Each submitted recipe must not infringe the copyright, trademark, privacy, publicity or other intellectual property rights of any person or entity. All entries become the property of Lifeway Foods, Inc. and will not be returned. By submitting a recipe for this contest, you grant Lifeway Foods, Inc. all right, title and interest in the submitted entry, including the right to publish your recipe and any other information provided by you worldwide in all print and electronic media, (now or hereafter existing,) without time limitation, and the right to include your name and hometown (e.g., city and state) in connection therewith. Sponsor may contact you via phone or email regarding your submission.

4. Winners and Prizes: Lifeway Foods will award one grand prize winner from each category. One second place winner for each category and two third place winners from each category. Grand prize winners will receive \$1,000.00 each. Second place winners will receive \$500.00 each and third place winner will receive \$250.00 each. Sponsor has the right to publish winner's names and recipes in future company promotional activities. Each prize is not transferable and cannot be assigned or substituted. Sponsor will not be responsible for any loss, liability or damage arising out of the winners' acceptance or use of the prize(s). All prizes are guaranteed to be awarded, assuming an enough qualifying entries is received and meet the minimum judging criteria.

5. Selection of Winners: Winners will be determined and notified on or about November 1, 2019 by regular mail and/or email. Any winner may be required to execute a Statement of Eligibility and Release and Payment Authorization within 30 days of prize notification attempt or winner will be disqualified and prize may be awarded to an alternate winner. Entry and/or acceptance of prize(s) constitutes permission for the sponsor and its agencies, if any, to use the winner's name, hometown (e.g., city and state) and/or likeness for advertising and trade purposes without further compensation or authorization, worldwide and in perpetuity, in any and all forms of media, now known and hereafter devised, unless prohibited by law.

6. Conditions: Sponsor is not liable for any technical malfunctions of any telephone network or lines, computer internet system, servers or providers, computer equipment, software, failure of any email due to technical problems or traffic congestion on the internet or at any website, or any combination thereof, including any injury or damage to

participant's or any other person's computer related to or resulting from participation or downloading/uploading any materials in this contest, or other technical difficulties or failures or other errors of any kind. Sponsor is not responsible or liable for any injury or damage to an entrant's or third person's computer and/or its contents, related to or resulting from contest. Sponsor reserves the right to terminate or modify the contest at any time for any reason. In such a circumstance, all winners will be selected based on entries received up to date of termination. Sponsor also reserves the right to modify this contest in the event an insufficient number of entries are received and/or an insufficient number of entries meet the minimum judging criteria. If two similar entries are received, only the entry judged to best meet the criteria as set by sponsor will be included in the final judging. Entrants agree to indemnify sponsor, and its affiliated entities, and their respective officers, directors, agents and employees from and against any and all claims and liabilities arising out of or in connection with this contest. In the event of any dispute regarding the identity of an entrant who submitted an online entry, the authorized account holder of the email address used for the entry at the time of entry will be deemed the entrant. "Authorized account holder" is defined as the natural person who is assigned to an email address by an internet access provider, online service provider, or other organization (e.g. business, educational institute) that is responsible for assigning email addresses for the domain associated with the submitted email address. Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the operation of the website or the entry process.

7. No Recourse to Judicial or Other Procedures/Severability: To the extent permitted by law, the rights to litigate, to seek injunctive relief or to seek any other legal or equitable recourse to judicial in case of disputes or claims resulting from or in connection with this contest are hereby excluded, and entrant expressly waives any and all such rights. In the event that a court of competent jurisdiction finds the foregoing waiver unenforceable, entrants hereby consent to the jurisdiction and venue residing exclusively within the federal or state courts of the State of Illinois, and agree that any and all disputes, claims, and causes of action arising out of or connected with this contest or any prize awarded shall be resolved individually, without resort to any form of class action. Entrants agree that these Official Rules are governed by the laws of the State of Illinois, without reference to principles of conflicts of law. If any provision(s) of these Official Contest Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.