

2012 makes-me-wanna SHOUT! BAKING CHALLENGE



Does your home-baked chocolate layer cake makes someone wanna SHOUT? Is there a great story behind the cake? If so, you could win \$500, have your cake featured on the menu for a celebrated Southern food restaurant, and share your cake story with the world.

Presented with Eatonville Restaurant, the Makes-Me-Wanna-SHOUT! Chocolate Layer Cake Baking Challenge is building community around food by shining a spotlight on the Washington area's most inspired bakers, indulging dessert lovers, and supporting the work of Martha's Table. Everybody wins!

CONTEST RULES

- Open to amateur cooks, 18 years and up as of January 1, 2012, who are residents (6 months or longer prior to their Contest entry) of the Washington DC, Maryland, and Virginia Metropolitan areas.*
- Entry must be a cake consisting of two or more layers, made from scratch and include real chocolate, cocoa or cocoa powder in the cake batter as a key ingredient. No mixes allowed.
- Recipes must be typed and included with application. Recipe must list all ingredients, quantities, and the preparation instructions. Limit one entry per person.
- The cake story or baker's statement about the cake must be non-fiction, 250 words or less, typed and included with the application. You may want to share a special memory, the story of making the cake, why you bake, or your story about a person or people who enjoy your cake. The Semi-Finalists' stories will be posted on www.shoutbakingchallenge.com.
- NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

You are not eligible to enter:

- You are a food professional, such as a chef, pastry chef, or food home economist who creates recipes for pay.
- First place winner in a previous Makes-Me-Wanna SHOUT! baking challenge or cake contest presented or produced by the sponsoring organizations and companies.
- You are an employee or relative of any of the sponsoring organizations, companies or any of their respective parents, subsidiaries and affiliated companies, or a member of the immediate family (parent, children, siblings, spouse, regardless of where they live) or member of the same household of such employees (whether related or not).

JUDGING CRITERIA

First Round: Fifteen (15) Semi-Finalists will be selected from applications based on the recipe (viability and originality) and the story (execution and creativity) behind the cake.

Second Round: Semi-Finalists from the First Round will be asked to participate in the Second Round of judging by official judges and "People's Choice" at a special competition event on March 24, 2012 at Martha's Table in Washington, DC. Cake stories will be posted on www.shoutbakingchallenge.com. Cakes will be judged by taste, texture and originality. Five Finalists will go to the Final Round with a special promotion package.

Final Round – Five finalists will be asked to participate in the Final Round of competition at Eatonville Restaurant on April 24, 2012. The 5 Finalists will receive a special promotion splash that includes the cake and/or baker's story. Restaurant and guest judges will select the winning cake based on:

- Taste/Texture (50%)
- Appearance (30%)
- Originality (10%)
- Story behind the cake (10%)

Judges decisions will be final.

PRIZES

- **First Prize** - \$500 award + the winning cake will be featured on the Eatonville Restaurant dessert menu + video and promotion package about the baker + features on the Eatonville Restaurant and "shoutbakingchallenge.com" sites.
- **Second Prize** - \$300 award.
- **Third Prize** - \$200 award.

Additional First, Second, and Third place prizes provided by **King Arthur Flour**.

APPLICATION

Application must be received or postmarked (for entries sent by US Mail) by February 1, 2012.

Fax: 1-866-587-9790 [please include your name and contact information on each faxed page]

Snail mail: Shout Baking Challenge 2012, c/o Michon Boston Group Ltd
P.O. Box 21204, Washington, DC 20009.

Mail-in entries must be received by February 4, 2012.

For additional information, contact, Michon Boston Group Ltd., P.O. Box 21204, Washington, DC 20009, contest@shoutbakingchallenge.com. Up to 15 Semi-Finalists will be notified by March 8, 2012. Semi-Finalists must be prepared to bring their cakes/samples for the Semifinals (Public Judging) Second Round on March 24, 2012. The top 5 Finalists from the Second Round will go to the Finals April 24, 2012 at Eatonville Restaurant. **Complete Official Rules and on-line Entry Form can be found at www.shoutbakingchallenge.com.**

Last Name, First Name, Suffix:

Occupation:

Address 1:

Address 2:

City, State, Zip Code:

Phone (day):

Phone (evening):

Cell Phone:

Fax:

Email:

Date of Birth:

Include Chocolate Layer Cake recipe here or as an attachment.

Tell us the true story/biography of your chocolate layer cake in 250 words or less here or as an attachment. For example: What makes your cake unique? Why is it a family, friends' or personal favorite? Why does your cake make an occasion extra special? For inspiration, visit recommended links on www.shoutbakingchallenge.com.

I have read the contest rules. The information I have provided is accurate and true to the best of my knowledge; and my cake is made from "scratch."

Signature

Date