

# 2013 makes-me-wanna SHOUT! Pie BAKING CHALLENGE



Is your home-baked pie so delicious, it makes someone wanna SHOUT!? Is there a great story behind your pie? If so, you could win \$500, and other great prizes, see your pie featured on the menu for a celebrated Southern food restaurant, and share your pie story with the world.

Presented with **Eatonville Restaurant**, the **Makes-Me-Wanna-SHOUT! 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, 2013, 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 dessert pie (includes cobbler, deep dish) made entirely from scratch (filling and crust) and include a minimum of one (1) cup of flour. No pre-packaged mixes, pre-made, or pre-baked crusts allowed.
- Recipes must be typed and included with application. Recipe must list all ingredients, quantities, and the preparation instructions for filling and pastry/crust. Limit one entry per person.
- The pie story or baker's statement 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 pie, why you bake, or your story about a person or people who enjoy your pie. The Semi-Finalists' stories will be posted on [www.shoutbakingchallenge.com](http://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 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:** Up to twelve (12) Semi-Finalists will be selected from applications based on the recipe (viability and originality) and the story (execution and creativity) behind the pie.

**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 23, 2013 at Martha's Table in Washington, DC. Pie stories will be posted on [www.shoutbakingchallenge.com](http://www.shoutbakingchallenge.com). Pies will be judged by taste, consistency and originality. Five (5) Finalists will go to the Final Round. (Four of the five finalists will be selected by the official judges; 1 finalist will be a "People's Choice" based on votes received from the public judging.)

**Final Round:** The Five finalists will be asked to participate in the Final Round of competition at Eatonville Restaurant on April 23, 2013. The 5 Finalists will receive a special promotion splash that includes the pie and/or baker's story. Restaurant and guest judges will select the winning pie based on:

**Taste/Consistency (50%) | Appearance (30%) | Originality (10%) | Story Behind the Pie (10%)**

Judges decisions will be final.

## PRIZES

**First Prize:** \$500 award + your winning pie featured on the Eatonville Restaurant dessert menu + \$250 gift card to the online King Arthur Flour Baker's Catalogue\*\* + three (3) hours of business strategy consulting services from Operation: Eatery culinary think tank to get your baking business started on the right foot + video and promotion package about the baker + features on "shoutbakingchallenge.com" and sponsor websites/promotion.

**Second Prize:** \$300 award + \$150 gift card to the online King Arthur Flour Baker's Catalogue\*\*

**Third Prize:** \$200 award + \$100 gift card to the online King Arthur Flour Baker's Catalogue\*\*

\*\*King Arthur Flour gift cards are redeemable at [kingarthurfour.com](http://kingarthurfour.com) and the Baker's Store in Norwich, VT .

## APPLICATION

Application must be received or postmarked (for entries sent by US Mail) by **February 4, 2013**.

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

Snail mail: MMWS Shout Baking Challenge 2013, c/o Michon Boston Group Ltd  
P.O. Box 21204, Washington, DC 20009.

\*Mail-in entries must be received by February 6, 2013.

For additional information, contact, Michon Boston Group Ltd., P.O. Box 21204, Washington, DC 20009, [contest@shoutbakingchallenge.com](mailto:contest@shoutbakingchallenge.com). Up to 12 Semi-Finalists will be notified by **March 8, 2013**. Semi-Finalists must be prepared to bring their pie/samples for the Semifinals (Public Judging) Second Round on **March 23, 2013**. The top 5 Finalists from the Second Round will go to the Finals on **April 23, 2013** at **Eatonville Restaurant**. **Complete Official Rules and on-line Entry Form can be found at [www.shoutbakingchallenge.com](http://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 complete pie recipe (filling and crust as required) here or as an attachment.

Tell us the true story/biography of your pie in 250 words or less here or as an attachment.

For example: What makes your pie unique? Why is your pie a family, friends' or personal favorite?

What/who inspired your pie recipe? For inspiration, visit recommended links on [www.shoutbakingchallenge.com](http://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 entire pie is made from "scratch."

Signature

Date

2013  
makes-me-wanna  
**SHOUT!** *Pie* BAKING  
CHALLENGE

Presented with  
**EATONVILLE**  
EST. 2009

*Baking and Making Memories*

2013  
makes-me-wanna  
**SHOUT!** *Pie* BAKING  
CHALLENGE



**ABOUT**

Makes-Me-Wanna SHOUT! Baking Challenge is created and produced by  
**Michon Boston Group Ltd.**

Makes-Me-Wanna SHOUT! Baking Challenge brings restaurants, bakers, and people into a community around food since 2011. The baking challenge's winning desserts have been best sellers for Eatonville Restaurant. The first winner, Decoyise Brown won the \$500 first prize for her traditional coconut cake and was the subject of a feature article in The Washington Post Food section. Green energy analyst Austin Brown's Chocolate Trio Cake was the winner for the 2012 Chocolate Layer Cake Challenge. Austin has appeared at Whole Foods Market, and will continue his victory lap until the 2013 winner is selected. Michon Boston Group Ltd produces and promotes events and media that build community.  
[www.shoutbakingchallenge.com](http://www.shoutbakingchallenge.com) | [www.michonbostongroup.com](http://www.michonbostongroup.com)

**Eatonville Restaurant**

Eatonville Restaurant, "The Soul of Southern Food," opened in 2009 by Andy Shallal, founder of Busboys and Poets. Located in the historic U Street Corridor at 2121 14th St. NW., The Zora Neale Hurston inspired restaurant is in the heart of where Hurston and fellow writer/poet Langston Hughes enjoyed a lively social and cultural life during the early 1920s. Eatonville pays homage to Hurston's D.C. connections. It is named for her childhood hometown in Florida, the setting of her most famous novel "Their Eyes Were Watching God". ([www.eatonvilleresaurant.com](http://www.eatonvilleresaurant.com))

**Martha's Table**

Martha's Table provides solutions to poverty in the short term with food and clothing programs and in the long term by breaking cycles of poverty with education and family strengthening programs. Martha's Table's mission is to help at-risk children, youth, families and individuals in our community improve their lives by providing education programs, food, clothing and enrichment opportunities. ([www.marthastable.org](http://www.marthastable.org))

**\*Washington Metropolitan Area**

The following cities and counties are considered part of the Washington Metropolitan area or DMV

**District of Columbia**

**Maryland:** Calvert County; Charles County; Frederick County; Montgomery County; Prince George's County; Anne Arundel County; Howard County; St. Mary's County.

**Virginia:** Alexandria; Arlington County; Clarke County; Fairfax County; Fauquier County; Frederick County; Loudoun County; Prince William County; Spotsylvania County; Stafford County; Warren County.

Presented with



TO BENEFIT **Martha's** **Table**

**FIRST PRIZE \$500 CASH**

\$250 KING ARTHUR FLOUR CATALOGUE GIFT CARD  
YOUR PIE FEATURED ON **EATONVILLE RESTAURANT'S**  
DESSERT MENU AND OTHER PRIZES



**APPLICATION DEADLINE: FEBRUARY 4, 2013**

Visit [www.shoutbakingchallenge.com](http://www.shoutbakingchallenge.com)



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**operation:eatery**

