

# CANNED FOODS HOMEMADE MADE EASY



Cans Get You  
**COOKING**  
Recipe Contest

## Contest Overview

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During a 3-week window, retail customers will be given the opportunity to enter their own original recipe into the Cans Get You Cooking Recipe Contest, for a chance to win store gift cards, as well as canned food items and premiums.

Consumers will go onto the retailer's website (or Facebook page), and enter their original recipe, which contains **at least 2 canned food ingredients**.

At the end of the entry period, representatives from the retailer will judge all submitted recipes based on (1) taste, (2) creativity and (3) ease of preparation (or any other criteria on which they would like to judge entries).

After the judging period concludes, winners will be notified by retailer and announced via retailer's online and social properties.

Prizes should include moderately valuable store prizes (at least \$500, \$250 and \$100 gift cards + Cans Get You Cooking campaign premiums, such as tote bags, aprons, t-shirts, etc.)

Prizes will then be fulfilled by Cans Get You Cooking team.

## Contest Promotion

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In advance of and during the contest time period, retailer will promote the contest on their websites and social media sites (Facebook and Twitter).

In the 3 weeks leading up to the opening of the entry period, retailer will tease the call for entries 1-2 times per week on social media channels and include tease on their website and in-store, if possible.

Examples of Facebook posts and tweets:

- **Facebook** post: “Breaking News: Announcing the Cans Get You Cooking Recipe Contest. Starting September 7<sup>th</sup>, enter your favorite recipe that includes at least 2 canned food items for a chance to win @<<retailer name>> gift cards and other prizes! Open up your pantry and let canned foods inspire you! #cansgetyoucooking”
- **Tweet:** “Coming Soon: @<<retailer name>> Cans Get You Cooking Recipe Contest. Enter starting 9/7 for chance to win store gift cards. Let cans inspire you! #cansgetyoucooking”

During the contest period, retailer will continue to promote contest online and on social media properties, with 1-2 posts/tweets per week. Examples of Facebook posts and tweets:

- **Facebook** post: “Cans seal in freshness, flavor and nutrition – and are great for creating delicious no-cook meals. Entries still being accepted in the Cans Get You Cooking Recipe Contest. Deadline: September 21st. Enter your favorite recipe that includes at least 2 canned food items for a chance to win @<<retailer name>> gift cards and other prizes! #cansgetyoucooking”
- **Tweet:** “Deadline looming for @<<retailer name> Cans Get You Cooking Recipe Contest 9/7. Open pantry, let canned foods inspire! #cansgetyoucooking”

## Contest Promotion, cont.

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After the contest is over, the winners and their recipes will be promoted on all retailer's online and social properties. Examples of Facebook posts and tweets:

- **Facebook post:** "Congratulations to Opal Fritz for her prize-winning recipe for Chicken Black Bean Salad Wraps! Opal knows that canned foods make homemade easy and are great way to get food from the farm to the fork! Try her recipe out and taste why she was the @ <<retailer name>> Cans Get You Cooking Recipe Contest Grand Prize Winner. #cansgetyoucooking"
- **Tweet:** "@Opal Fritz wins @<<retailer name>> ) Recipe Contest! Try her recipe <<insert link>> & taste how canned foods made her homemade recipe EASY! #cansgetyoucooking"

Additionally, the three winning recipes – along with any other very good recipes – will be added to a separate board on retailer's Pinterest page.

Finally, each of the recipes – and any other entries the retailer feels are worthy – may be made into recipe cards to be available in the canned food aisle and any in-store cooking./tasting demos.