

enter your original recipe in the Ultimate Beef Grilling Recipe Contest

PRESENTED BY A.1.® STEAK SAUCE, AMERICA'S BEEF PRODUCERS, WEBER AND MIDWEST LIVING MAGAZINE.

- **GRAND PRIZE** winner will receive: a Weber® Genesis® Gold C gas grill, one year's supply of A.1.® Steak Sauce, *Weber's Big Book of Grilling™*, a Beef Its What's For Dinner apron, one year's supply of Deli Deluxe® Process Cheese, and *Midwest Living* magazine's *Comforts of Home Cooking Cookbook*. The grand prize winning recipe will be featured in *Midwest Living*.
- **THREE FIRST PLACE** winners will receive: a 3-piece stainless steel tool set from Weber, one year's supply of A.1.® Steak Sauce, *Weber's Big Book of Grilling™*, a Beef Its What's For Dinner apron, one year's supply of Deli Deluxe® Process Cheese, and *Midwest Living* magazine's *Comforts of Home Cooking Cookbook*.
- **FIVE SECOND PLACE** winners will receive: one year's supply of A.1.® Steak Sauce, *Weber's Big Book of Grilling™*, a Beef Its What's For Dinner apron, one year's supply of Deli Deluxe® Process Cheese, and *Midwest Living* magazine's *Comforts of Home Cooking Cookbook*.

NO PURCHASE NECESSARY 1. TO ENTER, LEGIBLY WRITE OR PRINT A GRILLING RECIPE USING A.1.® STEAK SAUCE AND BEEF AS KEY INGREDIENTS; ALSO IDENTIFY BRANDS AND RECIPE ORIGIN. INCLUDE WITH THE RECIPE, YOUR NAME, ADDRESS, DAYTIME PHONE AND E-MAIL ADDRESS (OPTIONAL) AND SEND TO *MIDWEST LIVING*® MAGAZINE, ULTIMATE BEEF GRILLING RECIPE CONTEST, C/O CB, 125 PARK AVENUE, NEW YORK, NY 10017. Entries will not be returned and become property of Meredith Corporation. Contest begins 5.29.03 and entries must be received by 8/22/03. Sponsors not responsible for lost, late, damaged or illegible entries. 2. Contest is open to legal residents of U.S., 18 years or older. Employees of Kraft Foods North America, Inc., America's Beef Producers, Weber-Stephen Products Co., and Meredith Corporation and their immediate families are not eligible. 3. Entries must be original, not previously published or entered in any other contest or have won any other awards. 4. Winners will be selected and notified by mail on or about 9.30.03. Entries will be judged on creativity (33.3%), taste (33.3%) and practicality (33.3%) and tested at the *Midwest Living* Test Kitchen by a group of panelists. All decisions of judges are final. 5. The top-rated entry will be the grand prize winner. Grand prize winner will receive a Weber® Genesis® Gold C grill, one year's supply (24 bottles) of A.1.® Steak Sauce, *Weber's Big Book of Grilling™*, a Beef Its What's For Dinner apron, one year's supply of Deli Deluxe® Process Cheese, and *Midwest Living* magazine's *Comforts of Home Cooking Cookbook* (ARV \$TKTK.00). The next three top-rated entries will be the first place winners. Three First Place winners will receive a 3-piece stainless steel tool set from Weber, one year's supply (24 bottles) of A.1.® Steak Sauce, *Weber's Big Book of Grilling™*, a Beef Its What's For Dinner apron, one year's supply of Deli Deluxe® Process Cheese, and *Midwest Living* magazine's *Comforts of Home Cooking Cookbook* (ARV \$TKTK.00). The next five top-rated entries will be the second place winners. Five Second place winners will receive one year's supply (24 bottles) of A.1.® Steak Sauce, *Weber's Big Book of Grilling™*, a Beef Its What's For Dinner apron, one year's supply of Deli Deluxe® Process Cheese, and *Midwest Living* magazine's *Comforts of Home Cooking Cookbook* (ARV: \$TKTK.00). 6. Winners will be required to sign an Affidavit of Eligibility, Ownership and Liability Release plus Copyright Assignment within 10 days of notification. 7. Entry constitutes permission to use winners' entry, recipe, name, hometown and likeness for editorial, public relations, commercial and advertising purposes on behalf of sponsors without compensation unless prohibited by law. 8. Subject to all U.S. federal, state and local laws and regulations. Void where prohibited. In the event of non-compliance with the rules, an alternate winner will be selected using the judging criteria above. 9. This contest is sponsored and promoted by Meredith Corporation, 1716 Locust Street, Des Moines, IA 50309 and sponsored by Kraft Foods North America, Inc., 1 Kraft Court, Glenview, IL 60025, America's Beef Producers, Suite 1800 444 N. Michigan Ave. Chicago, IL 60611 and Weber-Stephen Products Co., 200 East Daniels Road, Palatine, IL 60067. 10. For prize winner list, available after 9.30.03, send a SASE to Ultimate Beef Grilling Recipe Contest WINNERS, c/o CB, 125 Park Avenue, New York, NY 10017.