

## Fine Faux Foie Gras Challenge Rules

### Summary

With this challenge, People for the Ethical Treatment of Animals (PETA) aims to encourage the development of a purely vegetarian "faux foie gras" product for sale in fine-dining establishments. A prize of \$10,000 is offered to the individual, group, or company that develops the faux foie gras recipe that obtains the highest score when taste-tested by a panel of judges selected by PETA.

To receive the \$10,000 prize, the successful candidate must do both of the following:

- a) Develop a purely vegetarian faux foie gras recipe that is as close as possible in taste and texture to real foie gras, as judged by vegetarians and meat-eaters alike.
- b) Offer the faux foie gras in a fine-dining establishment(s).

Two prizes of \$1,000 in kitchen equipment are offered to each of the individuals, groups, or companies that receive the second- and third-highest taste-test scores.

### A. Contest Definitions

**1. Challenge Liaison:** The contact for all submissions and queries is the following:

Project Manager  
Policy Department  
PETA  
501 Front St.  
Norfolk, VA 23510  
USA  
RoxaneF@peta.org

**2. Evaluation Criteria:** To determine the Evaluation Score of each entry, the PETA Judging Panel will consider the following two criteria:

- a) How closely each prepared entry mimics the taste and texture of foie gras
- b) Palatability

**3. Evaluation Deadline:** The date by which entrants must provide the Challenge Liaison with any recipes for evaluation by the PETA Judging Panel is midnight EST, November 1, 2009.

**4. Evaluation Score:** Each member of the PETA Judging Panel will assess the prepared contest entries based on the Evaluation Criteria and provide a score on a scale of 0 to 10 (0 denoting an unpalatable item that tastes nothing like foie gras, 5 denoting a tolerably palatable item that tastes somewhat like foie gras, and 10 denoting a delicious item that is indistinguishable from foie gras).

**5. Faux Foie Gras:** Faux Foie Gras is defined as a purely vegetarian dish similar to traditional foie gras as it is prepared and sold in fine-dining establishments around the world. Vegetarian "pâtés" do not, for the purposes of this challenge, constitute Faux Foie Gras.

**6. Judging Preparation:** Prior to its evaluation by the PETA Judging Panel, each entrant's recipe will be prepared in a professional kitchen or a molecular gastronomy laboratory by a chef who is appointed by PETA at PETA's sole and absolute discretion.

**7. PETA Judging Panel:** A panel of individuals will be appointed by PETA. The individuals will be selected at PETA's sole and absolute discretion.

**8. Purely Vegetarian:** Entries may not be developed or prepared using animal flesh or animal-derived products and must not call for such products to be used during Judging Preparation.

**9. Prize:** The first-place winner will receive ten thousand U.S. dollars (\$10,000) and the right to name the item. Each of two runners-up will receive one thousand U.S. dollars (\$1,000) in kitchen equipment.

## **B. Contest Entry and Criteria**

To enter, all contestants must submit the following:

1. Their name
2. The name of their restaurant or affiliation
3. A recent photograph of themselves
4. Their recipe entry, including preparation instructions and an ingredient list
5. The name of their Faux Foie Gras dish

The above items must be submitted by the Evaluation Deadline via one of the following:

1. Guaranteed mail, with signature required upon receipt, to the Challenge Liaison
2. The secure Web entry form available at [PETA.org/fauxfoiegraschallenge](http://PETA.org/fauxfoiegraschallenge).

All Purely Vegetarian Faux Foie Gras recipes delivered to the Challenge Liaison by the Evaluation Deadline in compliance with the above will undergo Judging Preparation and then be submitted to the PETA Judging Panel for evaluation.

Each member of the PETA Judging Panel will formulate his or her Evaluation Score at his or her sole and absolute discretion. Decisions by the PETA Judging Panel are final.

## **C. Winning Entry and Tiebreakers**

In order to be eligible to claim the Prize for first place, entrants must submit the following:

1. A Faux Foie Gras recipe that, once prepared, obtains the highest Evaluation Score of all entries considered by the PETA Judging Panel
2. Written assurance that the prepared item will be offered for sale, within a reasonable time after the winners are announced, on the menu of a fine-dining establishment. (PETA reserves the right to verify that this requirement has been fulfilled before awarding the Prize.)

In order to be eligible to claim either runner-up Prize, entrants must submit the following:

1. A Faux Foie Gras recipe that, once prepared, obtains the second- or third-highest Evaluation Score of all entries considered by the PETA Judging Panel
2. Written assurance that the prepared item will be offered for sale, within a reasonable time after the winners are announced, on the menu of a fine dining establishment. (PETA reserves the right to verify that this requirement has been fulfilled before awarding the Prize.)

In the event that more than one entrant gains the scores required for a Prize and offers the dish on the menu at a fine-dining establishment, the applicable Prize shall be split evenly between these entrants.

#### **D. Disclosure, Confidentiality, Treatment of Intellectual Property, and Publicity Rights**

Entrants acknowledge and agree as a condition of entry to the following:

- As PETA will be responsible for preparing the entries, entrants must necessarily disclose to PETA a detailed recipe for their item including its composite ingredients and a detailed method of production.
- PETA may use any and all photographs, images, text, and other content or information provided to it by entrants for the purposes of publicity and education. Such materials become the property of PETA, and PETA is under no obligation to return them to entrants. Entrants acknowledge that PETA intends to and will distribute the winning recipe(s) to chefs and dining establishments throughout the world through any media it deems fit for the purpose of encouraging Faux Foie Gras production.
- PETA reserves the right to condition the award of Prizes upon the execution by the winner(s) of a publicity release. Notwithstanding this reserved right, entry is conclusively deemed to be permission by the entrants to use each entrant's name and likeness (without compensation of any kind to the entrants) to publicize the contest and otherwise, as determined by PETA and unless prohibited by law.
- By entering the contest, entrants represent and warrant that any content or information submitted to PETA does not infringe on any patent, copyright, or trademark or any other right of any third party.

#### **E. Release and Indemnity**

Entrants agree to hold PETA harmless from and against—and hereby waive any right to pursue—any claims of any nature arising in connection with this contest and PETA's use of the content or information submitted to PETA by entrants during the contest.

PETA is not liable for any loss arising out of or in connection with the promotion of this contest.

Entrants acknowledge that any resources invested in or devoted to the development of the Faux Foie Gras are invested or devoted entirely at the entrants' discretion.

#### **F. Legal Prohibitions and Restrictions**

This contest and its terms are void where prohibited by law.

PETA reserves the right to terminate the contest at any time without prior notice.

PETA reserves the right to alter any contest rules at any time, including without limitation the right to extend the contest deadlines at any time.

By entering a contest, entrants acknowledge that they accept and agree to be bound by these contest rules.

PETA reserves the right to require the winners to execute an affidavit of eligibility as a sworn document and provide other proof of eligibility as a condition of receipt of the Prize.