

Pillsbury Bake-Off. Phase 1 MAIN PAGE

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FOOD HOME RESTAURANTS & COOKS **BAKE-OFF**

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BUZZ: Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword

PILLSBURY BAKE-OFF® CONTEST

What?

the Bake-Off Contest

Since the first Pillsbury Bake-Off® Contest in 1949, the contest has recognized and rewarded creative American home cooks. Now you could be the next grand prize winner of \$1 million and GE kitchen appliances!

Why?

You could be the next \$1 million winner!

Grand Prize \$1,000,000
and GE Kitchen Appliances!

[VIEW ALL PRIZES >>](#)

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Take the first step towards winning \$1 million and enter!


[ENTER YOUR RECIPE](#)

How do you enter?


Dallas, Texas... April 13-15, 2008. It could be you! Your entry needs to be your original, newly created recipe; fit into one of the five recipe categories; and use at least two of the eligible products.

[READ THE RULES >>](#) [READ CATEGORY DETAILS >>](#)


Enter a recipe which matches one of these categories




Breakfast & Brunches




Pizza Creation




Entertaining Appetizers



Old El Paso Mexican Favorites



Sweet Treats



Be sure to include eligible products in your recipe

Your original recipe must include 2 or more different eligible products.

[REVIEW THE PRODUCTS >>](#)

Bake-Off questions & answers


How do I know that my entry was accepted?

[READ THE FAQs >>](#)

Get inspiration

Winning Recipes from Past Contests. Build a memorable meal with these show-stoppers.

[SEE ALL BEST OF THE BAKE-OFF RECIPES >>](#)




Baked Chicken and Spinach Stuffing

by the 42nd grand prize winner, Anna Ginsberg of Austin, TX

Bake-Off® Tips

Dust off an heirloom recipe from your recipe box. Update it for today's style of cooking and eating.

Watch it



Bake-Off Contest History

[WATCH VIDEO NOW](#)

42nd Bake-Off Contest winner

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MY FOOD

Recipe of The Day



Recipe Title Appears Here

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★★★★★ (116)

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Everything you need is here, so get cooking!

[ENTER YOUR RECIPE](#)

Best of the Bake-Off Recipes



Cuban-Style Sandwiches with Green Chile Au Jus

Provided by Pillsbury

Prep time: 15 min Cook Time: 1 hr Serves: 4



Turkey-Sweet Potato Pot Pies

Provided by Pillsbury

Prep time: 15 min Cook Time: 55 min Serves: 4

[See All Best of the Bake-Off Recipes >](#)

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'Enter Your Recipe' to the entry step 1 page.

'Read the Rules' to Rules page.
'Read Category Details' to Categories page.

Category photos are clickable and links to Categories page.

'Review the Products' to Eligible Products page.

'Read the FAQs' to FAQs page.

'Enter Your Recipe' to the entry step 1 page.

'View All Prizes' to Prizes page

to Press Room page in pillsbury.com

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to Baked Chicken and Spinach Stuffing Recipe page.

'Watch Video Now' to 'Winning Announcement' video playing in Y! video popup player

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Bake-Off® Contest Qualifying Products

Enter the Pillsbury Bake-Off Now

Your original recipe must include 2 or more different eligible products. Any variety or flavor of the following eligible products qualifies for entry unless otherwise specified. Doubling the quantity of the same variety or flavor of one eligible product does not constitute use of two eligible products.

FIVE MOST RECENT WINNERS

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Pillsbury®

- Refrigerated Grands!® Biscuits - one can
- Refrigerated Grands!® Cinnamon Rolls with Icing - one can
- Refrigerated Cinnamon Rolls with Icing - one can
- Refrigerated Crescent Dinner Rolls - one can
- Refrigerated Big & Flaky Crescent Dinner Rolls - one can
- Refrigerated Pizza Crust - one can
- Refrigerated Breadsticks, excluding Cornbread Twists - one package
- Refrigerated Crusty French Loaf, Country Italian Bread & Italian Garlic Loaf - one can
- Refrigerated Cookies - one roll or at least 2 dough rounds
- Refrigerated Pie Crusts - at least 1 crust
- Refrigerated Golden Layers® or Golden Homestyle® Biscuits - one can
- Refrigerated Perfect Portions® Biscuits - at least 2 biscuits
- Frozen Oven Baked Biscuits or Dinner Rolls - at least 2 biscuits/rolls
- Frozen Waffles - at least 4 waffles
- Frozen Pancakes - at least 6 pancakes
- Frozen Dunkables™ Products - at least 2 servings
- Frozen Toaster Strudel™ Pastries - at least 2 pastries
- Brownie Mix - one package
- BEST® Flour - at least 2 cups
- Frosting - one container

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Progresso®

- Bread Crumbs - at least 1/2 cup
- Beans - one can
- Soup - one can
- Tomatoes - one can

Old El Paso®

- Chopped Green Chiles or Refried Beans - one can
- Red Enchilada Sauce, Salsa or Taco Sauce at - least 1 cup
- Taco Seasoning Mix - one package
- Taco Shells or Flour Tortillas - at least 4 shells/tortillas
- Dinner Kits - one package

Green Giant®

- Frozen Boxed Vegetables - one box
- Frozen Bagged Vegetables - at least 2 servings
- Canned Vegetables - one can
- Create A Meal! Meal Starter - one package
- LeSueur® Vegetables - one can

[Contest Rules](#)

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BAKE-OFF TIPS

#11 Create a contemporary version of a traditional recipe by streamlining preparation techniques or by substituting a convenience ingredient for several ingredients.

#12 Did you enjoy a dish at a favorite restaurant? Figure out a way to prepare it at home using convenience ingredients.

logo GE Consumer & Industrial spans the globe as an industry leader in major appliance, lighting and integrated industrial equipment, systems and services. Providing solutions for commercial, industrial and residential use in more than 100 countries, GE Consumer & Industrial uses innovative technologies and "ecomagination," a GE initiative to aggressively bring to market new technologies that help customers and consumers meet pressing environmental challenges, to deliver comfort, convenience and electrical protection and control. General Electric (NYSE: GE) brings imagination to work, selling products under the Monogram®, Profile™, GE®, Hotpoint®, SmartWater™, Reveal® and GE Edison™ consumer brands, and Entellisys™ industrial brand. For more information, consumers may visit www.ge.com.

logo The J. M. Smucker Company (NYSE:SJM) is a leading marketer and manufacturer of fruit spreads, peanut butter, shortening and oils, ice cream toppings and health and natural foods beverages in North America. The Company's wide variety of icon brands and products have been part of home-made family meals for generations, and include such trusted favorites as Smucker's® jams, jellies, preserves, fruit spreads and ice cream toppings; Jif® peanut butter; Crisco® oils, shortening and sprays; and Pillsbury® baking mixes, ready-to-spread frosting and flour. For more information and delicious recipes, please visit www.smuckers.com, www.jif.com, www.crisco.com and www.pillsburybaking.com.

logo For nearly a century, Old El Paso has been helping and inspiring consumers to bring fun and flavorful Mexican food to their dinner tables. Trusted to create delicious Mexican meals with mainstream appeal, Old El Paso spices up meal planning. Popular Old El Paso products include dinner kits, taco shells, seasonings and a complete line of Mexican meal components. Old El Paso brings families and friends together for a fun and lively meal. For more information and delicious recipes, please visit www.olderpaso.com.

logo Egglard's Best is the No. 1 branded egg in the U.S. They are the recipients of many awards, including The Best Tasting Egg Award from the American Culinary ChefsBest for five consecutive years, the Men's Health Top Pick as the Best Eggs in their 2006 Nutrition Awards, The Crystal Egg Award from the International Egg Commission, and the National Health & Wellness Club Stamp of Approval. This year, Egglard's Best became the official egg of the 43rd Pillsbury Bake-Off® Contest. The distinctive "EB" stamp on the shell indicates that the eggs meet high standards of taste, nutrition, and quality. Egglard's Best hens are fed a strictly controlled, high-quality, all-natural, all-vegetarian diet without added hormones, antibiotics or steroids of any kind. Sold in supermarkets throughout the country, EB eggs are also available in cage-free and organic varieties, and are certified as Kosher. For more information, visit www.egglard.com.

logo Land O'Lakes, Inc., a Minnesota-based food and agriculture company, is a leading supplier of quality dairy products. In 1921, Land O'Lakes began making butter from sweet—not sour—cream. Ever since that breakthrough, the company has been a leading producer of butter and other pure, wholesome dairy products that deliver simple goodness to consumers. Today, the tradition of innovation continues with our complete line up of butter and spreads products. Visit www.landolakes.com anytime for great recipes and meal ideas.

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| USER EXPERIENCE | Project: Pillsbury Bake-Off, phase 1 | Designer: Hyunju Lee Y!Team: Amy Rosenthal, Kate Wojogbe, Hyunju Lee | Date: 12/04/06 Version: v0.2 | page 1 1 of 1 |
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Bake-Off® Contest FAQs

Enter the Pillsbury Bake-Off Now

ENTER YOUR RECIPE

Entering My Recipe ▾

Can I enter my recipe in Spanish?

Yes, recipe entries can be submitted in Spanish. Spanish-speaking home economists will review all recipes submitted in Spanish and will translate recipes, if needed, for kitchen testing and other steps of the Bake-Off® Contest judging process.

How do I know that my online entry was accepted?

If your on-line entry is successfully submitted, you will see the following on the Web site Thank You page: Thank you. Your recipe has been entered in the 42nd Pillsbury Bake-Off® Contest. If you do not see this message, your entry was not submitted.

How long should it take to get my confirmation / acknowledgement?

For an online entry, you will receive immediate confirmation if your entry was successfully transmitted. If you mailed your entry and included a self-addressed, stamped envelope with your submission you can expect acknowledgement within three weeks of your entry, if it is received before the Contest deadline.

After I submitted my recipe entry, I realized that I made a mistake in the recipe. What should I do?

Submit a new entry with the correct version of your recipe, including a statement on your new recipe explaining that it is a corrected version of a recipe submitted earlier.

Can I send a picture and/or diagram of what the recipe should look like?

Diagrams of recipe preparation, such as showing how to assemble a recipe or fold a refrigerated dough product around a filling, can be submitted, but are not necessary. Photos should not be sent because they will not be considered as part of the recipe evaluation process.

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Bake-Off® Contest History




Photo slideshow. 7 photos (from 1949 to 2000s) animate (fade-in & out) automatically. It cycles through all 7 photos and auto-plays again until user makes an action.

2000s

A Passion for flavor

Placeholder for 2000s photo

SEE MORE ABOUT THIS DECADE >>

1990s

The culinary melting pot

Placeholder for 1990s photo

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1980s

More interest in cooking, less time to cook

Placeholder for 1980s photo

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1970s

Cooking becomes adventurous

Placeholder for 1970s photo

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1960s

Mom goes to work

Placeholder for 1960s photo

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1950s

A postwar boom in the kitchen

Placeholder for 1950s photo

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The first competition 1949

Placeholder for 1949 photo

SEE MORE ABOUT THE FIRST COMPETITION >>

Finalist Spotlight

Hear the inside story from past finalists.

Dolly Craig
Turkey-Sweet Potato Pot Pies
41st Bake-Off®, 2004

Placeholder for Dolly Craig photo

READ HER STORY >>

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Placeholder for recipe text

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43rd Bake-Off® Contest is here!

Bake-Off® Contest Hall of Fame Recipes

Peanut Blossoms
Provided by Pillsbury

Prep time: Cook Time: Serves:

Magic Marshmallow Crescent Puffs
Provided by Pillsbury

Prep time: Cook Time: Serves:

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Photo slideshow. 7 photos (from 1949 to 2000s) animate (fade-in & out) automatically. It cycles through all 7 photos and auto-plays again until user makes an action.

Place holders for photos (or masked recipe photos), relevant to each decade.

Six finalist stories auto-rotate as the main page gets refreshed. 'Dolly Craig' displays as default and the rotation follows in order as below:
 Kibby Jackson
 Laurel Hatfield
 Candace McMenamin
 Denise JoAnne Yennie
 Pamela Kenney Basey

'Read her story' to Finalist Spotlight page.

'Enter Your Recipe' to the entry step 1.

Hall of Fame Recipes carousel is displayed only in the main page. There are 14 of Hall of Fame Recipes, rotating in the carousel:

- [French Silk Chocolate Pie](#), Betty Cooper, 1951
- [Peanut Blossoms](#), Freda Smith, 1957
- [Dilly Casserole Bread](#), Leona Schnuelle, 1960
- [Tunnel of Fudge Cake](#), Ella Rita Helfrich, 1966
- [Poppin' Fresh Barbecups](#), Peter Russell, 1968
- [Magic marshmallow Crescent Puffs](#), Edna Walker, 1969
- [Ham and Cheese Crescent Snacks](#), Ronna Sue Farley, 1975
- [Crescent Caramel Swirl](#), Lois Ann Groves, 1976
- [Zesty Italian Crescent Casserole](#), Madella Bathke, 1978
- [Italian Zucchini Crescent Pie](#), Millicent Nathan, 1980
- [Salted Peanut Chews](#), Gertrude Schweitzerhof, 1980
- [Broccoli Cauliflower Tetrazzini](#), Barbara Van Itallie, 1988
- [Chocolate Praline Layer Cake](#), Julie Bengtson, 1988
- [Black & White Brownies](#), Penelope Weiss, 1992

'See all bake-off recipes' to Pillsbury list index provider page.

Pillsbury Bake-Off. v1

History Page: 2000s

Time line navigation. As users click through each number, it displays the relevant content.

As users roll over each recipe name, it displays its recipe photo in the placeholder. Default photo is the first grand prize winning recipe in the decade. Each name of the recipe to its recipe page.

Call to action to entry: only in 2000s page. 'Enter your recipe' to entry step 1.

Two recipes from each decade. 'Name of recipe' to its recipe page

'Enter Your Recipe' to the entry step 1.

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FOOD HOME RESTAURANTS & COOKS BAKE-OFF® CONTEST

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Bake-Off® Contest History

['49](#) — ['50s](#) — ['60s](#) — ['70s](#) — ['80s](#) — ['90s](#) — **'00s**

2000s

A Passion for Flavor

Tastes go global
Foods like panini, chutney and satay moved to the mainstream with the new century. Bake-Off® entries reflected the trend with a million-dollar panini, mango chutney appearing as an ingredient, and Asian-influences in recipes.

Bold is better
Cooks today are favoring extraordinary flavors across all types of food. From pomegranate to dark chocolate to green-tea-flavored desserts, there is no sacrificing for taste.

Convenience means more
Fast alone isn't good enough. Cooks in this decade are looking for ways to make real food fast. Fresh is key, with consumers demanding the best ingredients packaged in convenient ways.

Grand Prize Winners

2000 Cream Cheese Brownie Pie
By Roberta Sonefeld, Hopkins, SC

2002 Chicken Florentine Panini
By Denise JoAnne Yennie, Nashville, TN

2004 Oats 'n Honey Granola Pie
By Suzanne Conrad, Findlay, OH

2006 Baked Chicken and Spinach Stuffing
By Anna Ginsberg, Austin, TX

2008 Enter today and you could be our next grand prize winner!

LREC

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MY FOOD

Recipe of The Day

Recipe Title Appears Here
from: username

★★★★★ (116)

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43rd Bake-Off® Contest is here!

Questions about the Bake-Off® Contest? [Contact Pillsbury](#)

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USER EXPERIENCE

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Date: 12/22/06
Version: v 1.0

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