

BCfresh Warba-licious New Nugget Potato Recipe Challenge 2013

What is the contest timing? When does the contest run?

The BCfresh “Warba-licious” Recipe Challenge launches June 1st, 2013 and ends July 7th, 2013. Judging to select the finalists will take place between July 8th and July 12th, 2013. The winner and finalists will be notified by July 19th, 2013.

Who is eligible for the contest?

The challenge is only open to residents of British Columbia and Alberta as our New Nugget potatoes are so delicate they can't travel too far. So, unless you have a special way to get BCfresh New Nuggets you are missing out! If you happen to find BCfresh nuggets in your neighborhood store outside of BC/AB, tell us where you purchased the product and we will validate if the store received product from our growers.

As this is a contest aimed at food bloggers, your final recipe must be posted on a blog (yours or a friends) for the world to see.

With that in mind, all recipes must contain BCfresh Warba New Nugget Potatoes.

What are the recipe categories?

Recipes should be submitted in one of 3 categories: Appetizer, Main Course, Salad. One recipe from all categories will be crowned the Grand Prize winner for a total of 4 winners.

How will we pick the winner? What are the criteria to win?

Criteria for winning the BCfresh “Warba-licious” Recipe Challenge are based on a point system and will be judged as follows:

- All recipes will be reviewed by BCfresh representatives
- The recipes must contain BCfresh Warba New Nugget Potatoes
- Recipes not meeting the eligibility criteria will be eliminated
- BCfresh representatives will taste/judge recipes that qualify; each recipe will be scored to a maximum of 100 based on the following criteria:

Criteria	Example	Points
Final Product Presentation (photo)	Does the picture make your mouth water?	20 points
New Potato Photo (with pink eyes)	Did you capture their good side?	20 points
Simplicity	Is it convenient and simple enough for everyone to try?	20 points
Originality	Do you use BCfresh new nuggets in a creative or unique way?	20 points
The Story	Does the recipe have a good back story?	20 points

Please see Official Challenge rules at <http://www.bcfreshvegetables.com> for detailed and specific information regarding judging criteria and eligibility.

What makes a 'good' submission?

The staff at *BCfresh* loves a good story. We want to hear about how you came up with the idea, what memories may have prompted your wonderful recipe.

We also love a great photo... of the finished product, the raw potatoes fresh from the store, the work in progress... a picture is worth a thousand words, so to speak.

We also appreciate the beauty of a simple recipe, made with fresh local ingredients that are easy to find and form a well thought out creation.

What can I win? What are the prizes?

BCfresh is offering the following prizes in our 2013 Recipe Challenge:

Grand Prize:	\$400 gift card
Appetizer Winner:	\$100 gift card
Main Winner:	\$100 gift card
Salad Winner:	\$100 gift card

Winners can select gift cards to the BC/AB retailer of their choice. Best efforts will be made to acquire a gift certificate from the selected retailer, however first choices are not guaranteed.

How will the winners be announced?

Winners will be announced on July 19th, 2013 via our website, social media and via Food Bloggers of Canada (<http://www.foodbloggersofcanada.com>). Winners will also be contacted directly by *BCfresh* staff.

Winners can select gift cards to the store of their choice. The 4 winners will also have their recipe/bio/blog link featured in the *BCfreshVegetables.com* Recipe section. *BCfresh* reserves the right to publish an eBook containing both the winners and other selected submissions.

All participants will be mentioned in the Food Bloggers of Canada forum, and will have their Warba New Nugget Potato recipe added to the revamped recipe library on *bcfreshvegetables.com* with full credit and links back to their blog.

What do you plan to do with my photos and/or video submissions?

We plan to post the recipes and related photos/videos on our website. In doing so we will provide links directly to your blog as well as credit you for the recipe, photos and video. We will keep these active on our site through July 31, 2014.

How do you submit an entry? What is the last day for submitting an entry?

Links to blog posts should be submitted via email to [brian\[at\]bcfreshinc\[dot\]com](mailto:brian[at]bcfreshinc[dot]com) by 11:59 pm PST on July 7th, 2013.

What is a Warba (aka *BCfresh* New Nugget) potato?

As far as we know, *BCfresh* is one of the only companies to grow and ship Warba potatoes in commercial quantities. This heirloom variety was bred in the late 1920's as an early variety that produced a larger crop in a shorter time than typical varieties of the day.

While Warba may have fallen out of favour as a mainstream potato crop, it is prized as an early skinless variety with distinctive pink eyes and delicate flavour. Here at *BCfresh* it signifies the beginning of our local season and the start of local British Columbia produce. However you choose to prepare them, these popular and fresh-tasting nuggets are only here for a limited time!