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**ONE TALENTED AT-HOME CHEF AWARDED A YEAR'S WORTH OF GROCERIES
IN THE HUNGRY JACK® USE UP THE BOX RECIPE CONTEST!**

New Orleans Inspired Dish Named Grand Prize Winner in Fourth Annual Recipe Contest

ORRVILLE, OH, APRIL 17, 2013 — For the fourth year in a row, cooks from across the country demonstrated countless creative ways to “use up the box” and maximize mealtime potential with **Hungry Jack®** pancake mix, syrup and potatoes. Today, **Hungry Jack®** announces the grand prize winner and category prize winners in the fourth **Hungry Jack** Use Up the Box Recipe Contest.

This year, the talented winners proved they think way outside of the box with entries that include a myriad of sweet and savory recipes. White chocolate, ground ginger, Creole mustard, bacon and pecans are just some of the key ingredients in this year’s recipe submissions. The grand prize and category prize winners are (full recipes available at www.useupthebox.com):

GRAND PRIZE AND CATEGORY WINNER

Breakfast for Dinner

Cajun Shrimp

Patti B., Ignacio, CO

*“After visiting New Orleans several times, I was inspired to create a dish using flavors native to the city while incorporating a variety of **Hungry Jack** products in a unique way. I used **Hungry Jack** Syrup as a sweetener in my remoulade sauce and **Hungry Jack** Pancake and Waffle Mix as part of the coating of the shrimp. “*

CATEGORY PRIZE WINNERS

Appetizers

Bacon and Potato Fritters with Spiced Honey Crème Fraiche Sauce

Donna B., Bonney Lake, WA

*“My family and I are huge football fans, and we always get together to watch the games. After looking in my pantry, I came up with the idea to combine an assortment of ingredients that I already had on hand. By using my **Hungry Jack** Redskin & Yukon Gold Instant Mashed Potato Flakes as the key player, I was able to create a crispy and filling fritter perfect for game day.”*

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Sweet Treats

Maple Pecan Bacon Caramel Corn

Domino R., Lombard, IL

*“Caramel popcorn has always been one of my favorite snacks. After hearing about the recipe contest, I decided to put a creative twist on my popcorn using **Hungry Jack Original Syrup** and bacon. The result was a huge success- my family loved it!”*

“This year’s **Hungry Jack** Use Up the Box Recipe Contest prize winners really unleashed their culinary creativity to create inspiring, delicious and easy-to-make recipes,” said Maribeth Burns, Vice President, Corporate Communications, The J.M. Smucker Company. “The recipes shared during this year’s contest really showed the delicious and versatile creations that can make any mealtime special with **Hungry Jack** pancake mix, syrup and potatoes.”

Between August 14 and October 23, 2012, consumers were invited to submit an original recipe in the following categories: Breakfast for Dinner, Appetizers, and Sweet Treats, at www.useupthebox.com or via regular mail. The top three recipes in each category were posted online for a national online vote in January 2013. The grand prize winner will receive a year’s worth of groceries awarded as a check for \$8,000. The category prize winners will each receive a check for \$1,000 to help fill their pantries.

About The J. M. Smucker Company

For more than 110 years, The J.M. Smucker Company has been committed to offering consumers quality products that bring families together to share memorable meals and moments. Today, Smucker is a leading marketer and manufacturer of fruit spreads, retail packaged coffee, peanut butter, shortening and oils, ice cream toppings, sweetened condensed milk, and health and natural foods beverages in North America. Its family of brands includes Smucker’s[®], Folgers[®], Dunkin’ Donuts[®], Jif[®], Crisco[®], Pillsbury[®], Eagle Brand[®], R.W. Knudsen Family[®], Hungry Jack[®], Café Bustelo[®], Café Pilon[®], White Lily[®] and Martha White[®] in the United States, along with Robin Hood[®], Five Roses[®], Carnation[®] and Bick’s[®] in Canada. The Company remains rooted in the Basic Beliefs of Quality, People, Ethics, Growth and Independence established by its founder and namesake more than a century ago. For more information about the Company, visit www.smuckers.com.

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Headquartered in Walnut Creek, California and privately held, Basic American Foods is one of the world's leading suppliers of convenience food products, including dry potato and bean products. Founded more than 75 years ago, Basic American Foods serves foodservice distributors, commercial and non-commercial foodservice operators, industrial, wholesale club, and retail customers in domestic and international markets. For more information visit www.baf.com.

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