



Ben's Beginners™ Cooking Contest Backgrounder

About the Ben's Beginners™ Cooking Contest

- The UNCLE BEN'S® Brand is passionate about inspiring healthy beginnings in life by encouraging parents and kids to cook together.
- In 2012, the UNCLE BEN'S® Brand launched the Ben's Beginners™ Cooking Contest – a movement designed to help children make healthier choices, at an early age, by getting them interested in cooking.
- This year, the UNCLE BEN'S® Brand is hosting the second annual Ben's Beginners™ Cooking Contest, which is a movement designed to empower and encourage parents to connect with their children one meal at a time. The program aims to make cooking an enjoyable activity that brings families together and gives children a healthy beginning in life.
- To enter the contest, parents with children in kindergarten through eighth grade submitted home videos of their families' preparing a rice-based dish and discussing their experience cooking together.
- Once three finalists are chosen, their videos will be added to www.UncleBens.com and the UNCLE BEN'S® Brand Facebook page where consumers can vote for their favorite entry once every day, beginning on November 25, 2013 through December 8, 2013 at 11:59pm EST. Additionally, a panel of judges including Mars Food US associates advertising/marketing partner affiliates and Rachael Ray representatives, will evaluate video entries to determine one grand prize winner.

About the Ben's Beginners™ Cooking Contest Prizes

- The Grand Prize winner will receive \$15,000 cash, an appearance on "The Rachael Ray Show" and a cafeteria makeover for their school (valued at \$30,000). The grand prize winner will be announced in early January 2014.
- Two Finalist winners will each receive a \$5,000 cash prize, an appearance on "The Rachael Ray Show" and a cafeteria makeover for their schools (valued at \$10,000). The Finalist winners will be announced mid-November 2013.
- The three schools with the most video submissions in their school size category, will receive a cafeteria makeover for their school (valued at \$30,000) and an appearance on "The Rachael Ray Show." The School Participation winners are:
 - Small School Category: Saint Vincent Ferrer School (Cincinnati, OH)
 - Medium School Category: Columbus Magnet Elementary School (Norwalk, CT)
 - Large School Category: Indian Rocks Christian School (Largo, FL)

About the UNCLE BEN'S Brand

- The UNCLE BEN'S® Brand, the number one rice brand in America, is proud to offer a wide range of rice products and dishes with flavors that will help bring more to your meals, both for convenient side dishes and savory main courses.
- The UNCLE BEN'S® Brand offers a wide variety of white, whole grain brown, specialty and flavored rices in cook times ranging from 90 seconds to 30 minutes, as well as rice for food service operations such as schools, restaurants and hospitals.
- The first mass-produced parboiled rice, UNCLE BEN'S® Brand products can be found in more than 100 countries worldwide. In North America, UNCLE BEN'S® is manufactured by Mars Food NA, part of Mars, Incorporated.