



LOOK FOR THE SEAL.
California Milk Advisory Board



REAL CALIFORNIA MILK + CENTER FOR THE ADVANCEMENT OF FOODSERVICE EDUCATION (CAFÉ)

CULINARY STUDENT GRILLED CHEESE RECIPE CONTEST

MANDATORY DISCLOSURES

NO PURCHASE NECESSARY TO ENTER. Contest is open to legal residents of the 50 United States and District of Columbia, age 18 or older who are enrolled in a secondary or postsecondary culinary program. Entries must be received between **10/06/25** to **11/10/25**. See Official Rules. Void where prohibited by law. Sponsor: California Milk Advisory Board (CMAB).

2025 OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Promotion:

The CMAB Grilled Cheese Sandwich Contest 2025 (the “Contest”) is sponsored by California Milk Advisory Board, 2156 West Grant Line Road, Suite 100, Tracy, CA 95377 (“Sponsor”). The California Milk Advisory Board is an Instrumentality of the California Department of Food & Agriculture. The entry period for the Contest starts on **10/06/25** and ends on **11/10/25** (“Contest Entry Period”).

Who may enter:

Contest is open only to legal residents of the 50 United States and District of Columbia who are 18 years of age or older as of the time of Entry and are enrolled in a secondary or postsecondary culinary program. Employees, officers, and directors of Sponsor, The Food Connector, California Department of Food & Agriculture, and all other companies associated with this Contest (“Contest Entities”), and members of their immediate families (spouse, parents, siblings and children) or households are not eligible to participate. In addition, corporate entities, like distributors, that receive funds from the CMAB are not eligible. Contest is subject to all applicable U.S. federal, state, and local laws and regulations. Void where prohibited by law.

Purpose of the Contest:

Sponsor is seeking innovative grilled cheese sandwich recipes that highlight California cow's milk cheeses and butter. The goal is to showcase California dairy as the star ingredient in creative, commercially-viable foodservice dishes.

How to enter:

Please send all entry submissions to marygpetersen@comcast.net no later than 11/10/25. Please note in subject line "CMAB Grilled Cheese Sandwich Student Contest".

Entry requires submission of the following:

1. Completed entry form with a name, contact information, and professional or culinary school affiliation.
2. Dish name.
3. Primary ingredients (must include ALL dairy ingredients).
4. Two photographs – one of the complete, cooked sandwich and one of a cross-section (cut to show layering).
5. A complete recipe clearly showing how California cheese is the star of the dish.

Recipes must include at least 50% cheese content inside the sandwich. Student chefs may submit up to two entries per category.

Contest Categories:

- **California Classic:** Grilled cheese sandwiches made with up to three California cow's milk cheeses with no additional non-dairy ingredients.
- **California Freestyle:** Grilled cheese sandwiches made with 1–3 California cow's milk cheeses and any number of additional ingredients (vegetables, meats, sauces, etc.), as long as cheese remains at least 50% of the sandwich's interior contents.

Product-wise, entrants can use any of the cheeses included on the link below (or you can source locally if you can't find California cheese products).

<https://www.realcaliforniamilk.com/cheese-makers>

Requirements of Entries:

By submitting an Entry, you agree that it conforms to the guidelines and content restrictions below and that Sponsor, in its sole discretion, may disqualify your Entry if it fails to conform.

You represent and warrant that:

- Your Entry is your own original work and does not infringe on any third-party rights.
- Your Entry does not contain third-party trademarks or brands, other than Real California Milk products.
- Your Entry does not disparage Sponsor or any person or party associated with the Contest.
- Your Entry does not contain inappropriate, unlawful, or offensive material as determined by Sponsor.

License:

Entrants retain ownership of their Entries. However, by entering the Contest, Entrants grant Sponsor and its affiliated parties a perpetual, fully-paid, irrevocable, non-exclusive license to reproduce, distribute, display, and promote the Entry in any format, including print, digital, and social media, without additional permission or compensation. Sponsor is not obligated to publish any Entry.

Selection of Winners:

Sponsor will evaluate Entries based on the following criteria:

- Use of California Cheese(s): 33.3%
- Recipe Innovation: 33.3%
- Flavor Expectations: 33.3%

One grand prize winner and one runner-up will be selected in each category (four total). Winners will be notified on or about December 1, 2025.

Finalist Requirements (Due December 15, 2025):

Winners must sign and return a release form, W-9, and proof of eligibility.

Prizes:

- **Two (2) Grand Prize Winners:** \$750 each
 - **Two (2) Runner-up Winners:** \$500 each
- Total Prize Pool: \$2,500**

Finalists are responsible for all taxes and any required filings. An IRS Form 1099 will be issued.

Publicity:

Entry and acceptance of a prize constitutes permission to use the winner's name, likeness, city/state, and recipe in promotional materials without additional compensation, unless prohibited by law.

Conditions:

By participating, Entrants agree to release and hold harmless Contest Entities from any and all liability related to the Contest, including personal injury, property loss, and intellectual property claims. Sponsor may disqualify any individual found to be tampering with the entry process or violating these Official Rules.

Disputes; Governing Law:

All disputes will be resolved under the laws of the State of California. By entering, Entrants agree to binding arbitration in San Joaquin County, California, under the rules of the American Arbitration Association.

Limitation of Liability:

Contest is offered "as is" without warranty of any kind. Sponsor is not responsible for technical failures, lost entries, or issues arising from third-party platforms.

Caution:

Any attempt to deliberately damage or undermine the operation of the Contest is a violation of law and may result in disqualification and legal action.

Winner's List:

To request the names of the Finalists and Category Winners, send a self-addressed stamped envelope to:

California Milk Advisory Board – Student Grilled Cheese Contest Winners,
2156 W Grant Line Road, Suite 100, Tracy, CA 95377

Requests must be received within 60 days of Contest close.

Privacy:

All information submitted will be handled in accordance with Sponsor's Privacy Policy (<https://www.realcaliforniamilk.com/privacy-policy>). By entering, Entrants consent to the collection and use of their personal information for Contest administration and promotional purposes.



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ENTRY FORM

Name: _____

Address: _____

Email: _____

Phone Number: _____

Professional or Culinary School Affiliation:
