



## WELCOME TO THE BEN'S BEGINNERS™ COOKING CONTEST

Thank you for entering the Ben's Beginners™ Cooking Contest! We are thrilled to see the various ways families are cooking together. To help you spread the word at your child's school about Ben's Beginners™, we've provided a few tools for you to cook more as a family at home, and invite others at your child's school to enter which will increase your school's chances of winning.

The UNCLE BEN'S® Brand is providing an opportunity for your family to win big by awarding five Grand Prizes of \$15,000 cash and a \$30,000 cafeteria makeover. Be sure to let your school know that it can win big too!

Included in this "Create Buzz" toolkit are the official UNCLE BEN'S® and Ben's Beginners™ logos as well as three documents to help you encourage people to join your family in cooking together:

- tips for including kids in the kitchen at any age,
- sample social media posts and
- a flyer to distribute at your child's school or PTA group.

Keep in mind these tools are optional and not required to be used as part of the contest. They are simply a way of getting the word out to create additional support for your child's school. Have fun and get cooking!





## Family Cooking Tips

The kitchen should be a place where everyone in the family feels welcome. Help instill good habits with your children by inviting them into the kitchen to help at an early age. Not sure what they can do? Here are some ways to get even the youngest chef helping with dinner prep.

### Children under three years old:

- **Set the table.** Putting out utensils is a good way to get children involved in the routine of family meals.
- **Stirring ingredients.** Little hands can help stir room temperature items—and not just cake batter.
- **Washing vegetables.** Use the time to teach a little about food safety as they help scrub the produce. As a bonus, it also reinforces general hand washing.
- **Count it.** When tossing the ingredients into the mixing bowl, have your kids count how many of each ingredient you are putting in.
- **Plucking herbs.** Have the kids pull the leaves off of basil and other herbs.
- **Rock and roll.** Rolling pins aren't just for pies and cookies. Have the little ones help roll out pasta and dumpling wrappers.
- **Make a mess.** Cooking should be fun and sometimes a flour fight is a must!
- **Do the mash!** Let the kids mash up soft fruits and vegetables for a fun way to get their hands dirty.
- **When life gives you lemons...** make lemonade. Children in this age group can help squeeze lemons into a plastic juicer to make delicious lemonade.

### Children 3 to 5 years old:

- **Use cookie cutters.** Not just for cookies either. Make dinner fun by using the cookie cutters on items like bread or to shape grains on the plate.
- **Pour liquid ingredients.** Test steady hands by having little kids pour ingredients. Make it easy by putting large cartons of liquids into smaller containers that little ones can more easily pick up.
- **Dress up for the occasion.** Kids love to play dress up and your young chef is no exception. Let them look the part with their own kid-sized apron and chef hat.
- **Utensils they can jam with.** Offer your young chef their very own set of wooden or plastic utensils perfect for cooking and jamming.
- **All hail the official taste tester!** Get your kids to try more meals by having them be the official taste tester. Let them try a small bite of everything for dinner and listen and try to incorporate their feedback.
- **Whisk it.** Have your kids whisk the eggs for your healthy omelet.

### Children 6 to 8 years old:

- **Cutting herbs with safety scissors.** When it's back to school time, pick up an extra pair of safety scissors for use in the kitchen.
- **Grate, peel and chop vegetables, cheese and more.** Make sure any knives are dull like plastic knives. All graters and peelers should have safety guards.
- **Peel oranges, hard-boiled eggs or vegetables.**
- **Taste as you go!** Make sure they understand the different ingredients that come together to make a tasty dish. Let them taste the ingredients while you cook.
- **Math is fun.** Let your child help measure and count as they double recipes and mix in the correct amounts of ingredients.
- **Entice the taste buds.** When it comes to getting them to try something new, have them incorporate the new ingredient into one of their favorites.
- **Play find the ingredient!** Help them learn where different food items are stored by having them find all the ingredients for the recipe.

### Children 9 to 11 years old:

- **Plan the meal.** Let the kids plan the meal and make sure to include vegetables, grains and protein.
- **Use themes.** Have a "yellow" night or "green" dinner where all the foods are the same color. Choose a new ethnicity of food to try or pick foods that all start with the same letter. You'll be surprised what kids are willing to try if they suggest it.
- **Opening cans and using small appliances.** Make sure to supervise closely, but allow kids to try using small, simple appliances.
- **Cut the cheese (and cheese pizza).** Let kids use the wire cheese cutter and the pizza cutter to serve the family.
- **Take a culinary journey.** Try dishes from around the world and teach the kids about other cultures, geography and expand their culinary vocabulary.
- **Let them shop!** Take the kids to the grocery store with you and let them help pick out the fresh produce.
- **May the fish be with you.** Fish, like salmon, is great for your growing kid. Teach them to appreciate the fish by having them help prepare it.

### Children over 12 years old:

- **Steam rice and vegetables.** Let kids use the rice cooker to make the grains and the veggies in one appliance.
- **Cook a recipe.** Find something simple like a salad or side dish and let your child own the dish from start to clean up.
- **Clean up.** Use those extra hands for even more help. Let them suds up the dishes.
- **Embrace cooking trends like Taco Tuesday.** Play into their interests and make dinner something to Tweet about.
- **Snap your success.** Enlist your kids in staging the final product for a photo shoot and encourage them to share the end result with their friends!
- **Let cooking time be their time.** Let your kid choose what they want to help make for dinner even if it is pizza. Teach them to make a cauliflower crust!

Looking for other tips for the whole family? Check out these cooking and recipe swaps to lighten up dishes and moods.

- Instead of using traditional butter when you bake, try using Greek yogurt. It is a healthier way to add the needed recipe filler and it has less calories and saturated fat.
- Get creative with your kids in the kitchen! Let them put their hands in the batter and try out different concoctions. The more fun they have with you in the kitchen the more likely they will be to want to continue cooking.
- Use almonds. Instead of standard milk, nutty up any recipe with almond milk and crushed almonds on top to garnish. Almonds are low in saturated fat and cholesterol free.
- Just add rice! Rice is naturally gluten-free and sodium-free so it can take any dish to a delicious and healthy new level. Rice comes in countless varieties and you can have fun with your kid as you experiment with new recipes.
- There can never be too many cooks in the kitchen. Bring the whole family together as you each create your own signature dish or work together to make the ultimate family dinner affair.
- Kids love applesauce, so use it as a baking oil alternative. This reduces calories and fat in addition to being the most kid-friendly addition to any dessert.
- Sign up for parent and kid-friendly cooking competitions like the Ben's Beginners™ Cooking Contest. Creating and entering your own signature dish will give kids a boost of confidence in and out of the kitchen.
- Rock out as you cook! Blast some of your kids' favorite songs as you cook away. Jive to the music as you give your kid the instructions.







YOUR SCHOOL COULD WIN A  
**\$30,000 cafeteria makeover!**

**5 Families  
will WIN:**



Entering is fun & easy.  
**Go to [UncleBens.com](http://UncleBens.com)**  
starting August 20, 2016



**Choose a lesson**



**Learn cooking skills**



**Cook as a family**



**Share a photo for  
a chance to win**



## SPREAD THE WORD

The more families from your school that enter, the better your school's chances of winning a cafeteria makeover. To help you get the word out, we've created an email for you to send.

Learn more about the email and a special "Thank You" reward at  
**[BensBeginners.com](http://BensBeginners.com)**





# Healthier futures begin when kids learn how to cook

Dear parents and PTO/PTA members;

When kids learn how to cook, they develop healthier eating habits that last a lifetime.

In 2016, to inspire more families to cook together, Ben's Beginners™ is providing specially created cooking lessons with fun, interactive features that teach specific skills, such as chopping, peeling, and measuring. Each of these lessons includes a delicious recipe that parents and kids can cook together. To add to the fun, kids can earn badges for each lesson they complete.



We've made cooking with your kids fun, easy, and thanks to a **big Grand Prize**, very rewarding for families and schools!

The contest begins on 8/20/16, and all entries must be received by 10/16/16. So get started now and tell other families in your school. Imagine what your school could do with \$30,000 for a cafeteria makeover!

—The UNCLE BEN'S® Brand Team

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. Entry Period: 12 p.m. ET on 8/20/2016 to 11:59 p.m. ET on 10/16/2016 ("Entry Period"). Entrant must be: legal resident of 50 U.S./D.C., above age of majority in resident state and a parent/legal guardian of a child, also resident of 50 U.S./D.C., who is a student in K-8th grade, as of the date of entry ("Parent"). **Grand Prize winners will be expected to be present at a one-day hometown celebration event between the dates of 11/22/16 – 12/4/16. If both Parent/Entrant and child are not able to be available for the event, then you are not eligible for entry into the Contest.** Employees/representatives/affiliates of Sponsor (including household/family members) and winners of prize or award from Sponsor within past 4 years ineligible. Parent may enter at [beginners.unclebens.com](http://beginners.unclebens.com) in one of two ways: Parents may register and (a) upload an Image of a recipe that meets the requirements outlined in the Rules or (b) take a lesson and capture an Image that meets the requirements outlined in the Rules. Five prizes awarded to Parents depending on score each Image receives as determined by judges. Each prize includes: a cash prize valued at \$15,000; a check for child's school for a cafeteria makeover totaling \$30,000; a hometown celebration; and optional media appearance(s). Total ARV of all prizes: \$225,000. Odds of winning depend on number of eligible entries received and the skill of the entrants. **LIMIT: EACH ENTRANT MAY SUBMIT ONLY ONE (1) ENTRY PER CHILD PER DAY.** This means that Entrant may enter as many as they like, but the Image must be different per child per day. See Rules located at [beginners.unclebens.com](http://beginners.unclebens.com) for more details. Sponsor: MARS Food US, 2001 E. Cashdan Street, Rancho Dominguez, CA 90220. NOTE: Any claims, complaints, and concerns should be directed to Sponsor. ®/™ Trademarks ©Mars, Incorporated 2016



## BEN'S BEGINNERS™ COOKING CONTEST TOOLKIT SAMPLE TWEETS, FACEBOOK POSTS & INSTAGRAM POSTS

Below are sample posts for you to use on your social media channels.  
Please be sure to change the **terms (IN PARANTHESES)** with specific information about your child's school.

Use #BensBeginners to join the larger conversation!

### Twitter

Please note character counts below do not include personalizing with your school's individual name. Tweets cannot be longer than 140 total characters.

- **(SCHOOL NAME)** could win a \$30k cafeteria makeover if more families enter @UncleBens #BensBeginners #contest! <http://bit.ly/2aMMknx> (132 characters)
- Just entered @UncleBens #BensBeginners for a chance to win a \$30k cafeteria makeover for **(SCHOOL NAME)**. Join us! <http://bit.ly/2aMMknx> (136 characters)
- Help **(SCHOOL NAME)**'s cafeteria win a \$30k makeover! Enter @UncleBens #BensBeginners to help increase our chances: <http://bit.ly/2aMMknx> (137 characters)

### Facebook

*If your child's school or child's school's PTA has a Facebook page, be sure to tag them in your post to create even more buzz.*

- Calling all **(SCHOOL NAME)** families! We have a chance to win a \$30k cafeteria makeover for our kids!. Each entry in @unclebens #BensBeginners increases our chances and it's as easy as measuring rice. Learn more: <http://bit.ly/2aMMknx>
- What's cookin' **(SCHOOL NAME)**? If you plan on chopping, stirring, or pouring in your kitchen, take a moment to enter the @unclebens #BensBeginners contest with your family. We could win a \$30K cafeteria makeover if you share a photo! Learn more: <http://bit.ly/2aMMknx>
- Chop chop **(SCHOOL NAME)** families! Help our school win a \$30k cafeteria makeover by entering @unclebens #BensBeginners contest with your family. Learn more: <http://bit.ly/2aMMknx>
- Spend time with your family in the kitchen, and a quick pic could help **(SCHOOL NAME)** win a \$30k cafeteria makeover. Learn more: <http://bit.ly/2aMMknx>
- **(SCHOOL NAME)** is competing in the #BensBeginners Cooking Contest, hosted by @unclebens! We could win a \$30,000 cafeteria makeover for the school. Don't delay and enter with your family today! <http://bit.ly/2aMMknx>





## Instagram

- We just entered **(SCHOOL NAME)** for a chance to win a \$30k cafeteria makeover. You can, too. We just made an easy new recipe, snapped a photo, and submitted it to @unclebensusa, as part of their #BensBeginners #cooking #contest. Learn more through the link in their bio. #winning #family #LookWhatWeMade

- We're practicing our basic #kitchen #skills today, and sending in this photo for a chance to #win **(SCHOOL NAME)** a \$30k cafeteria makeover. See @unclebensusa for more information on #BensBeginners #cooking #contest, so you can enter too. #LookWhatWeMade

- Chop chop **(SCHOOL NAME)** families! Help our school win a \$30k cafeteria makeover by entering the #BensBeginners #contest with your #family. Each entry brings us closer to possibly #winning, and it's as easy as measuring some rice. Learn more through the link in their bio @unclebensusa. #LookWhatWeMade

