



Wild, Natural & Sustainable®

TAKE THE SWAP MEAT® FOR ALASKA SEAFOOD INNOVATION CHALLENGE

Win \$3,000

The Culinary Institute of America (CIA) and the Alaska Seafood Marketing Institute (ASMI) are teaming up to give three CIA students the chance to win three scholarships: Grand Prize - \$3,000, Second Place - \$2,000, and Third Place - \$500.

What do you need to do to make it happen? Just SWAP Meat® for Alaska Seafood. Replace a non-seafood protein (beef, poultry, pork, veal) with one of Alaska's many species of seafood to create healthier, yet more delicious menu items. For example, instead of chicken or veal picatta, create Alaska cod picatta with zucchini ribbons instead of traditional noodles.

Entering is Simple:

1. Be a CIA student in good standing and enrolled at any of the US CIA campuses during the competition and attend the April 10th CIA and Alaska Seafood Innovation session in person or via livestream (click [here](#) to view). You will need to answer a couple simple questions from the presentation.
2. Use the advice in the presentation from Certified Master Chef Brad Barnes to create a menu concept – or several! The more concepts you submit, the greater your chances of winning. No cooking necessary – as you'll find out at the seminar, a concept is just a detailed verbal description of the dish.
3. Fire up that video camera on your tablet, cell phone, or laptop and submit a 60-second video describing your SWAP Meat concept and why you think replacing meat with Alaska seafood is a good idea. Be creative and compelling in your description. Video submissions will be evaluated by ASMI and the CIA based on originality, clarity, and appeal of the concept (50%), importance of wellness (25%) and overall passion for sustainable seafood from Alaska (25%). *** PLEASE HOLD YOUR CAMERA IN A HORIZONTAL FORMAT – ANY ENTRIES RECORDED IN A VERTICAL FORMAT WILL BE REJECTED ***

TIPS:

- Remember that Alaska seafood is not only delicious, healthy, and sustainable, but it is available in a wide variety of species and product forms, including:
 - Salmon (king, sockeye, coho, keta, pink)
 - Whitefish (Alaska pollock, cod, surimi seafood, rockfish, sole/flounder)
 - Crab (king or snow)
 - Use only Alaska seafood as your meat replacer. Do not use other seafood or add meat back into the dish.
 - Increase your chances of winning by submitting several concepts highlighting different species.
 - Tell us the story of your dish -why you believe Alaska seafood works well with your concept and why sustainable Alaska seafood is important to you. Make it something you're proud to stand behind. This could go viral.
4. Once you're done with your video(s), [upload your video here](#) by midnight Eastern Time, May 14, 2017.

ASMI and the CIA will select three winners - grand prize, second place and third place. Winners will be notified by June 1, 2017.

Have questions or need a little coaching? Call or email either:

- Chef Brad Barnes, (845) 451-1613, brad.barnes@culinary.edu
- Scott Allmendinger, (845) 451-4405, scott.allmendinger@culinary.edu

SCHOLARSHIP PRIZES: Scholarship prizes will be funded by ASMI and administered by the CIA.

GENERAL CONDITIONS: Submission of a video entry constitutes the CIA student's consent to allow ASMI any and all rights to use the video for any and all promotional purposes. Concepts and videos may be posted on ASMI's websites, social media sites and/or third party websites, such as YouTube, with or without entrant's name. Winners will be notified in person and may be required to complete, sign and return an Affidavit of Eligibility/Liability Release. Each participant agrees that ASMI and the CIA has the right to decide all matters and disputes arising in this competition and that all decisions are final and binding. By acceptance of the prizes, each winner agrees to release, indemnify and hold harmless ASMI and the CIA, as well as each of their respective parent and affiliated companies, and each of their employees, representatives, contractors, advertisers from any and all liability, loss, damage, cost or claim related to any allegation regarding the acceptance or use of their prize. Any unclaimed prize will not be awarded. ASMI and the CIA reserve the right, at their sole discretion to cancel, modify or terminate the promotion. Video submissions must be deemed family friendly, in the sole discretion of Sponsor. Video must not violate trademark, copyright, privacy or any other rights of any other person. Videos may not contain expressions of hate, abuse, offensive images or conduct, obscenity or pornography or any material that could give rise to any civil or criminal liability under applicable law or regulations. Video submissions must not include third party trademarks, logos, insignia, location signage, photographs, artwork, or sculptures and any music that isn't originally written, performed and produced by the entrant. Video submissions should not include third parties, including but not limited to minors, celebrities and friends who have not expressly authorized entrants to display their image, likeness or voice in any submitted video or otherwise use such image, likeness or voice in accordance with these Official Rules.

LIMITATIONS OF LIABILITY AND RELEASE: No liability or responsibility is assumed by ASMI or the CIA resulting from any user's participation in or attempt to participate in the promotion or ability or inability to upload or download any information in connection with participating in the promotion. ASMI and the CIA are not responsible for any typographical errors in the announcement of prizes or these rules. ASMI and the CIA are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the promotion. By participating, each participant releases ASMI and the CIA from any and all claims, damages or liabilities arising from or relating to such entrant's participation. By accepting a prize, prize winner agrees that ASMI and the CIA shall not be liable for any loss or injury resulting from such participation, acceptance or use of any prize, or any travel related thereto. ASMI and the CIA are not liable in the event that any portion of the Giveaway, event or the event broadcast is cancelled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control.