



CONTEST "A MENU FOR THE MEDITERRANEAN DIET"

REGULATIONS

1. Who can participate?

The contest is open to all Food Bloggers, from Italy or from another countries, demonstrating to own a currently online Blog and able to transmit their menu proposal in English or French:

2. How to participate

Filling in and signing the attached Registration form **by October 29, 2015** and sending it by email to: **promozione@promimperiam.it**.

The Registration form will have to contain the following:

- name, surname, home town and country of the participant
- Name and address of the website/blog of the recipes creator
- The menu made by 3 recipes and a short description of each course (including ingredients and cooking techniques)
- Illustration of each one of the 3 recipes
- Pictures of the cooked dishes

The food blogger should propose a menu made by **3 recipes** to reinterpret in an original manner **to create a "Mediterranean style" convivial meal:**

FIRST RECIPE: Appetizer or first course including vegetables among ingredients;

SECOND RECIPE: second or main course;

THIRD RECIPE: dessert based on fruit.

Furthermore, the suggestion of ideal olive oils and beverages to match with each dish is warmly welcomed.

Recipes will be inspired from the principles and values belonging to the Mediterranean Diet, recognized Unesco Intangible Cultural Heritage on November 16, 2010 e will be realized with the ingredients composing the Mediterranean diet food pyramid created by Ancel Keys and extra virgin olive oil coming from at least one of RECOMED countries:

1. ALBANIA

2. CROATIA

3. GREECE
4. ISRAEL
5. ITALY
6. LEBANON
7. MOROCCO
8. MONTENEGRO
9. PORTUGAL
10. SLOVENIA
11. SPAIN
12. TUNISIA
13. TURKEY

The food blogger will receive confirmation of his/her registration to the contest via email and he/she will receive the banner of the contest to publish on his/her blog page, together with the link to ReCOMed website page devoted to the Contest. **Banner should be published until November 15, 2015.**

The participating menu, made by the 3 recipes, should also be published on the website/blog of the author after the deadline of the Contest call. **To confirm publication of the menu the author has to send the published post link to promozione@promimperia.it within November 2, 2015.** The post published on the author's Blog will contain the reference to ReCOMed contest in order to be recognizable.

3. Contest and Panel of Judges

The competing menus will be valued by an panel of international technical experts who, with the sum of their votes expressed in numbers, will select the winner menu. The vote of each international member will take place through a ballot containing the assigned points for each of the following criteria:

- 1) Originality and novelty of the recipe
- 2) accuracy and completeness in the description of recipes
- 3) quality and esthetic care of recipes pictures
- 4) trade-off and suitability of the menu in its overall to the MD principles
- 5) description of the inspiring principles and philosophy of the presented menu

The winner will be guest of the event "OliOliva" on November 13 to 15, 2015 in Imperia ITALY (including cover of accommodation and travel from his/her home country). During the day of Friday November 13, at OliOliva stands, he/she will have the possibility to cook the winning menu in a cooking show open to the public.

Once all courses realized, the most appreciated dish, according to the judges and to the public, will be declared "**Mediterranean Diet Dish 2015**".

The participant, with the registration and sending of documentation foreseen by art .3 of this Regulations, authorizes Special Agency PromImperia, as the Network organizing the Contest, to use the received images and recipes, thus relieving PromImperia from any responsibility for the use of this documentation.

Food bloggers, as creators of the original recipes, will anyway keep all intellectual property rights and in any use made by PromImperia the authorship credits will be guaranteed to them.

Participants, while registering to the contest, accept the terms foreseen by the present Regulations and authorize the collection and treatment of given personal data, according to Italian Dlgs. 196/2003.