

# **Rules of the Avocados from Mexico x Sopexa x Tastet Competition**

## **Applicable legislation:**

Regulations drafted in accordance with the provisions of chapter L-6, r. 6 on "rules on publicity contests" and chapter L-6, a. 20 on "the law on lotteries, publicity contests and amusement devices" according to the governmental legal source Légis Québec.

Link: <http://legisquebec.gouv.qc.ca/fr/ShowDoc/cr/L-6,%20r.%206>

## **1. Contest organizer:**

- In collaboration with Sopexa, the company Tastet is the official organizer of the cooking contest for the promotion of Avocados from Mexico.
- Tastet is responsible for the structure and promotion of the entire contest on Facebook platforms including Instagram.
- It should be noted that in no way is this promotion managed or sponsored by Facebook.
- The information provided by Tastet is provided to Sopexa and not to Facebook.
- In addition, players agree to abide by the following rules and regulations and therefore the conditions imposed by Tastet.

## **2. Participants allowed to play:**

- The contest is accessible only from Canadian territory and only people residing in Canada are authorized to participate.
- Any person over the age of majority is authorized to participate in the contest and the contest does not impose any age limit except for the legal age of majority in Canada: 18 years old.

## **3. Duration and dates of the contest:**

- The contest runs for a total of three weeks only, including the dates between the week of June 28, 2021 and the end of the week of July 12.

## **4. Contest rules and participating entries:**

## Rules

- The purpose of the contest is to promote the versatility of Avocados from Mexico. To this end, a culinary competition will be held among the participants to select the five best recipes based on the following criteria: ease of execution, taste, use of avocados, plating, originality, and eventually the three best recipes according to the following conditions: the most original recipe, the recipe with the most beautiful presentation, the recipe with the best taste
- The participants in the contest agree to receive a critique from the members of the jury composed of the two chefs Aicia Colacci and Victor Soto.
- The participants in the contest agree to communicate photos of which they are the authors.
- The persons participating in the contest agree that the content they provide will be reused and published by Tastet, Avocados From Mexico-Canada and its partners as well as Sopexa.
- The participants, if selected as the winners of the contest, agree to participate in a live video announcement on Youtube or Zoom.

## Registration

- The registration of participants will take place directly on the Facebook platforms including Instagram.
- Participation via Facebook: the photo of the participant's recipe will be posted directly as a comment on the post of the contest article published on Tastet's Facebook page, identifying the following contest tags: @avocadosfrommexicoCA, @tastet.ca, #avochef
- Participation via Instagram: the photo of the participant's recipe will be posted directly as an Instagram story on the participant's account identifying the following contest markers: @avosmexico\_canada, @tastet.ca, #avochef

## **5. List of prizes to be won:**

- No prize exceeds the amount of \$2000
- Some prizes exceed \$100

### Prizes

1. Best recipe: Le Creuset Cast Iron set; value of \$1000, Avochef + Avosaver t-shirt and apron and an online cooking class with Aicia Colacci; value of +\$50
2. Best presentation: Green KitchenAid mixer stand; value of +\$500, Avochef + Avosaver t-shirt and apron

3. Most original recipe: Cuisinart food processor; value of +\$500 + Avochef + Avosaver T-shirt and apron
- Participation prizes for the 4th and 5th: products from the Tastet boutique, mug, coffee, T-shirt, pens; value of +\$100

## **6. Designation of the winners:**

- Announcement of the winners by video conference: the five people with the recipes chosen by the chefs will be online with the chefs, then podium of the finalists and therefore top 3 of the best according to the rules established in the rule section above.
- Tastet will publish an article on its website platform and Facebook page about the best recipe chosen by the jury as well as the story of the grand winner.

## **7. Hosting of the rules:**

These rules will be available in PDF format via a hyperlink on the Tastet website in the article explaining the contest, hyperlink referring to the Hubspot platform of Tastet.

Link:

[https://f.hubspotusercontent40.net/hubfs/7499195/Rules%20of%20the%20Avocados%20from%20Mexico%20Contest%20\(1\).pdf](https://f.hubspotusercontent40.net/hubfs/7499195/Rules%20of%20the%20Avocados%20from%20Mexico%20Contest%20(1).pdf)

## **8. Special clauses:**

Not applicable here.