

**CRAZY FOR CHIANTI GOURMET GRILLED CHEESE VIRTUAL RECIPE CONTEST - OFFICIAL RULES  
NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES  
OF WINNING.** This contest is sponsored by VB Imports, Old Brookville, NY 11545 (the "Sponsor").

**1. INTRODUCTION:** Build your gourmet grilled cheese virtual recipe and pair with your favorite Chianti. But first, a little background about why we are Crazy for Chianti.

Chianti is an area within the region of Tuscany, famous for making delicious wines from the Sangiovese grape with small additions of a few other varieties. Chianti wines can be made in different styles, but the major types are Chianti, Chianti Superiore, Chianti Classico, and Chianti Classico Riserva. There are differences in geography, aging requirements, alcohol content and complexity, but they are all known for great flavor and amazing versatility. It sounds complicated, but it's really not, so let's figure out which one is best suited to your style.

Chianti wines have delicious ripe cherry and dark fruit flavors and great acidity — and they're terrific with a whole lot more than just pasta. They go especially well with everybody's favorite comfort food classic, grilled cheese. The fact that there are a few different styles of Chianti means that there's a wine that's right no matter what's on the menu. Break out your corkscrew and wineglass, and get ready to go Crazy for Chianti.

**Here are some tips on the different styles of Chianti to help you select the best pairing for your gourmet grilled cheese:**

**Chianti DOCG:** Wine labeled Chianti comes from a large area within Tuscany. These wines will be young and fruity, with bright flavors of cherry and a touch of violet. One of our favorites are Bell'Agio Chianti, bottled in the traditional straw-wrapped flask.

**Chianti Superiore:** These wines have a bit more alcohol and are aged longer than other Chianti wines, for a minimum of 9 months, giving them a more complex, oak-influenced flavor. Banfi Chianti Superiore has soft toast and spice flavors that do not overpower the fruit.

**Chianti Classico:** These wines come from the historic heart of Chianti called the Classico region, and some of the best Chiantis come from here. Banfi Chianti Classico has all the great cherry flavor you expect, with rich body and increased complexity.

**Chianti Classico Riserva:** Wines come from Chianti Classico, but they are aged longer — at least 24 months — giving them a deeper color and earthy flavors on top of the cherry notes. Banfi Chianti Classico Riserva also has a touch of spice and dried herb flavors, making it one of our favorites when we're including truffles or other rich ingredients.

**2. ELIGIBILITY:** The Crazy for Chianti Gourmet Grilled Cheese Virtual Recipe Contest ("Contest") is open only to legal residents of the United States and the District of Columbia (except the States of Illinois, Tennessee and Utah and states where prohibited or restricted by law) who are 21 years of age or older at the time of entry. The following individuals are not eligible: employees, contractors, directors and officers of VB Imports ("Sponsor") and each of its respective parent, subsidiaries and affiliated companies, distributors, wholesalers, retailers, suppliers, web design, advertising, fulfillment, judging and Contest agencies involved in the administration, development, fulfillment and execution of this Contest (collectively, "Contest Parties"), and the immediate family members (spouse, parent, child, sibling and spouse or "step" of each) and those living in the same households of each such individual.

**3. TO ENTER:** Go to [www.chiantiandgrilledcheese.com](http://www.chiantiandgrilledcheese.com) and build your virtual recipe and pair with a Banfi Chianti using the tools provided on the webpage. Once you have completed your recipe, paired with Chianti and named it, send it to your friends to vote on it. The most votes wins. Enter your Recipe in the Contest between 12:00:01AM ET on April 1, 2016 and 11:59:59PM ET on May 1, 2016 ("Contest Entry Period") by following the entry process outlined below. **IMPORTANT: You must complete all of the following steps in order to ensure your Recipe is submitted for review into the Contest:**

**A. REGISTRATION**

- Proceed to Crazy for Chianti and Grilled Cheese Website (<http://www.chiantiandgrilledcheese.com>) ("Website") to build your recipe for the Contest. Once on the Website, choose your bread, cheese, toppings and secret ingredient, select your wine pairing and then share on your Facebook page and ask your friends to vote on your recipe.

**B. CONFIRMATION OF ENTRY**

- Once you click the "Submit" button, you should see a "Thank You/Vote" page on your internet browser. At this moment the user will have the opportunity to Vote and Upload to Facebook.
- User's friends on Facebook will have the opportunity to click on the shared story which returns them to the user's built recipe where they can vote or build their own sandwich to share and gain votes.

**Each Contestant is allowed a maximum of one (1) Approved Entry in the Contest. An Approved Entry is defined as a Recipe that has been registered on the Contest Website through the process above and has received a corresponding Confirmation Email stating that the Recipe has been uploaded. The same Recipe may not be registered for the Contest more than once.**

**4. CONDITIONS OF ENTRY:** As conditions of entry into this Contest, and by entering a Submission, Entrant warrants and represents that the Submission:

- is original and has been legally created;
- does not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party;
- has not been entered in previous contests or won previous awards;
- has not been published or distributed previously in any media.

By entering a Submission, Entrant irrevocably grants Sponsor and its affiliates, legal representatives, assigns, agents and licensees, the unconditional and perpetual right and permission to reproduce, encode, store, copy, transmit, publish, post, broadcast, display, publicly perform, adapt, exhibit and/or otherwise use or reuse (without limitation as to when or to the number of times used), the Entrant's Submission, including, but not limited to, the ingredients and cooking methods contained therein (in each case, as submitted or as edited/modified in any way by the Sponsor, in its sole discretion), as well as to use Entrant's name, likeness, photograph (collectively, "Likeness"), and/or statements regarding his/her participation in this Contest (with or without using the Entrant's name) in any and all media without limitation as to time or territory, and without additional compensation or approval from the Entrant or any other party. Entrant waives intellectual property rights, privacy/publicity rights or other legal or moral rights that might preclude the Sponsor's use of the Submission, and agrees not to sue or assert any claim against the Sponsor for the use of the Submission or Entrant's Likeness or statements.

Entrant agrees to indemnify and hold Sponsor, its agencies and Contest Parties and their respective affiliates, officers, directors, agents, co-branders or other partners, and any of their employees (collectively, the "Indemnitees"), harmless from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted by any third party against any of the Indemnitees due to or arising out of the Entrant's Submission, or the Entrant's conduct in creating a Submission or otherwise in connection with this Contest, including but not limited to claims for trademark infringement, copyright infringement; violation of an individual's right of publicity or right of privacy; or defamation. Entrant further agrees to release Sponsor from any and all claims that any advertising subsequently produced, presented, and/or prepared by or on behalf of Sponsor infringes Entrant's rights with regard to any elements, characters or ideas contained in any Submission.

## **5. WINNER SELECTION**

### **Determining Winners**

From all eligible entries received, one (1) Grand Prize winner will be selected based on the most votes received for his/her recipe.

## **6. PRIZES:**

**PRIZES: One (1) Grand Prize will be awarded. The Winner will check in the amount of \$2,500.00. All federal, state and local taxes on all prizes are the sole responsibility of the Winner, who will receive a 1099 tax form reflecting actual value of Grand Prize. Prize is non-transferable. Sponsor reserves the right to substitute a similar prize of equal or greater value at the Sponsor's sole discretion.**

**7. GENERAL CONDITIONS:** Potential winners will be required to irrevocably assign and transfer to Sponsor any and all rights, title and interest in his/her Entry, including, without limitation, all copyrights, and agree to waive all moral rights in that Entry. Winners will be required to complete, sign and return an Affidavit of Eligibility, Liability Release, Copyright Assignment and, where lawful, a Publicity Release. In addition, winner will be subject to a background check. All completed documents must be returned to Sponsor within 3 days of the date notice was sent or winner's status will be forfeited and an alternate winner may be selected. **Notification of winner's status must be kept confidential until their Entries are publicly revealed by Sponsor.** If for any reason the Contest is not capable of running as planned, including without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right, at its sole discretion to cancel, modify or terminate the Contest. Further, Sponsor reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry process or the operation of the Contest or any Sponsor; (b) violating the Official Rules, or (c) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Sponsor reserves the right to require Grand Prize Winner to submit to a confidential background check to confirm eligibility as a condition of awarding the prize to help ensure that the use of any such person in advertising or publicity for the Contest will not bring Contest Parties into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Contest as determined by Sponsor in its sole discretion.

**8. LIMITATIONS OF LIABILITY AND RELEASE:** No liability or responsibility is assumed by Sponsor or Contest Parties resulting from any user's participation in or attempt to participate in the Contest or ability or inability to upload any information in connection with participating in the Contest. No responsibility or liability is assumed by the Sponsor or Contest Parties for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Contest: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any email transmissions to be sent or received; lost, late, delayed or intercepted email transmissions; inaccessibility of the Website in whole or in part for any reason; traffic congestion on the Internet or the Website; unauthorized human or non-human intervention of the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Contest. Sponsor and Contest Parties are not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the Website. Use of Website is at user's own risk. Sponsor and the Contest Parties 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 Contest, use of the Website or the download of any information from the Website. By participating in the Contest, the Entrant releases Sponsor and Contest Parties from any and all claims, damages or liabilities arising from or relating to such Entrant's participation in the Contest. By accepting a prize in the Contest, Winners agree that the Sponsor and Contest Parties shall not be liable for any loss or injury resulting from participation in the Contest, acceptance or use of any prize. Sponsor and Contest Parties are not liable in the event that any portion of the Contest is cancelled due to weather, fire, strike, acts of war or terrorism, or any other condition beyond their control (a "Force Majeure Event").

**9. TO ENTER BY MAIL: This is an online contest only. Mail in entries cannot be accommodated.**

**10. WINNER LIST:** For a list of winners, visit [www.crazyforchianti.org](http://www.crazyforchianti.org) or send a self-addressed, stamped, envelope to: "Banfi Vintners", c/o Marketing Department, 1111 Cedar Swamp Rd., Old Brookville, NY 11545. VT residents may omit return postage. Requests must be received by September 30, 2016.

**11. SPONSOR:** VB Imports, 1111 Cedar Swamp Road, Old Brookville, NY 11545.

**12. ADMINISTRATOR:** Banfi Vintners, 1111 Cedar Swamp Road, Old Brookville, NY 11545.