Contest Overview
Create a “gastropub” inspired burger following the guidelines below and you could win a $10,000 scholarship and the opportunity to serve your burger at the Food Network & Cooking Channel South Beach Wine & Food Festival presented by FOOD & WINE (February 19-22, 2015) Amstel Light Burger Bash presented by Schweid & Sons hosted by Rachael Ray the night of Friday, February 20. In addition, your burger may also be included on Red Robin Gourmet Burgers’ menu in 2014 or 2015.

Red Robin interprets the term “gastropub” to mean a neighborhood restaurant with a bar-style atmosphere serving high-quality, unique, and creative Tavern Double burgers that are the ultimate in comfort bar-style food.

Student ID number(s) only. Entry may be individual or in a team of no more than 2 students.

Student ID#___________________________________
Student ID#___________________________________

Please fill out the attached recipe template as well as the information below:
Burger Name:

Burger Description:

Ingredients:
Please list all ingredients used in your recipe below. Please note: in addition to the three required ingredients (two 80/20 beef patties that are 3 ounces, a 4” sesame seed bun, and one approved Heinz sauce from the list on page 2), you may only use up to 7 other ingredients. If you need more space, please attach an additional piece of paper.

1. Two – 80/20 blend, 3-ounce beef patties (required)
2. 4” sesame seed bun (required)
3. Heinz® sauce selection (see list on page 2 of this entry form for approved options):
   Sauce:____________________________________
4. __________________________________________
5. __________________________________________
6. __________________________________________
7. __________________________________________
8. __________________________________________
9. __________________________________________
10. __________________________________________
Approved Heinz® sauce options (pick one of the following)

- Campside BBQ Sauce
- White Vinegar
- Ketchup
- Spaghetti Sauce
- Heinz ’57 sauce (in 20oz bottles)
- Simply Heinz Ketchup
- Yellow Mustard
- Deli Mustard
- Honey Mustard
- Mayo (Light and Regular)
- Ranch Dressing
- Smokey BBQ Sauce
- Honey BBQ Sauce
- Worcestershire Sauce
- Buffalo Wing Sauce
Red Robin® Golden Robin Contest

OFFICIAL RULES

CONTEST STARTS 11/03/2014 AT 12:00:01 AM ET AND


PLEASE REVIEW THESE OFFICIAL RULES BEFORE ENTERING THE CONTEST. ENTRY TO THE CONTEST IS FREE AND NO PAYMENT, PURCHASE OR DONATION OF ANY KIND IS NECESSARY TO ENTER OR WIN.

ELIGIBILITY: The Red Robin Golden Robin Contest ("Contest") is open exclusively to students of Florida International University, Chaplin School of Hospitality and Tourism Management ("FIU"), who as of the Contest start date, are 18 years old.

Employees, officers and directors of Red Robin International, Inc. ("Sponsor"), Sponsor’s parent, subsidiaries, franchisees or affiliates, and the advertising or promotion agencies of each are not eligible to enter or win this Contest. Sponsor’s immediate family members are also ineligible. The term “immediate family member” includes spouses, grandparents, parents, siblings, children, and grandchildren.

BINDING AGREEMENT. To enter the Contest, you must agree to these Official Rules (the “Rules”). Therefore, please read the following rules prior to entry to ensure you understand and agree. You agree that submission of an entry in the Contest constitutes agreement to these Rules. You may not submit an entry to the Contest and are not eligible to receive the prizes described in the Rules, unless you agree to these Official Rules. These Official Rules form a binding legal agreement between you, FIU and the Sponsor with respect to the Contest.

TO ENTER: The Contest starts on November 3, 2014 at 12:00:01 a.m. Eastern Time (ET) and ends on November 21, 2014 at 04:59:59 p.m. ET ("Promotion Period"). Sponsor’s clock shall be the official clock of the Contest.

Print and complete the entry form you received via email, or pick up a paper copy of the entrance form from Shantell Rolle or reception desk in HM210.

You must complete the entry form and include the following information:

- The Student ID number(s) of the Entrant(s);
- The Entrant’s original burger name;
- The Entrant’s burger recipe ingredients
  - In addition to two (2) 80/20 Lean to Fat ratio ground beef patties weighing 3 ounces each, a 4” sesame seed bun and an approved Heinz sauce, you may use up to 7 additional ingredients;
  - estimated cost of raw materials should be between $1.75 and $2.50;
- The instructions for preparing the Entrant’s burger recipe
- Entrants may, but are not required to, include a photo of their burger, prepared from the recipe submitted.
  - Each entry may include a printed photo (color or black & white) no larger than 8”x10”.

Once the entry form is completed, the form must be turned in to Shantell Rolle in HM210. The entry form must be complete and in English.
Each Entrant is encouraged to keep a copy of his/her entry (recipe name, ingredients, preparation instruction and essay) for his/her files.

Limit: one (1) entry per person/team (a team may consist of up to 2 students). Students may only enter the contest once, whether individually or as part of a team. Entries will not be acknowledged or returned. Any entry obtained or submitted outside authorized, legitimate channels, or not in compliance with these Official Rules, will be void. Multiple entries from the same Entrant and/or duplicate entries will be void; if multiple entries are received, the Contest will judge the first valid entry received. Sponsor is not responsible for entries that are lost, late, incomplete, altered, damaged, destroyed, ineligible, illegible or misdirected. Entries may not have previously won a recipe contest of any kind, must be unpublished and the original work of the Entrant, and the Entrant must own all rights to the entry, including copyright, trademark and publicity rights. Any entry that in the opinion of the judges and Sponsor was fraudulently created, infringes upon the rights of others, or is incomplete, unreadable or offensive will be disqualified.

By entering the Contest, each Entrant agrees to be bound by these Official Rules, copies of which are posted at the Scholarship Desk in HM210.

ENTRY QUALIFIERS: Judges will review the entries to determine whether they meet the entry requirements. Only those entries meeting all requirements will be eligible for judging.

WINNER SELECTION/JUDGING CRITERIA:

First Round of Judging: Entries meeting eligibility and entry requirements will initially be judged by a panel FIU selects from its Faculty. The Top 25 entries with the highest combined scores will advance to the second round. The recipes will be judged using the following weighted criteria: • Creativity of recipe: 0-25 points; • Perceived taste of ingredients: 0-40 points; Perceived ease of execution at the Amstel Light Burger Bash: 0-25 points; Presentation (burger and plating): 0-10.

Second Round of Judging: The top 25 entries, as determined by the FIU Faculty, will then be reviewed by members of the Red Robin Marketing and Food & Beverage Teams who will select a single winning entry from the Top 25 entries. The Red Robin teams will judge the Top 25 recipes against the following weighted criteria: • Creativity of recipe: 0-25 points; • Taste of ingredients: 0-40 points; • Ease of executing the recipe at the Amstel Light Burger Bash: 0-25 points; • Ease of executing the recipe in a Red Robin® restaurant (executing the burger in a Red Robin kitchen in 8 minutes or less): 0-25 points • Presentation (burger and plating): 0-10 points.

PRIZES: The Winning burger will be produced and featured at the 2015 Food Network & Cooking Channel South Beach Wine & Food Festival’s Amstel Light Burger Bash hosted by Rachael Ray on February 20, 2015. The Winner(s) will be included in the culinary team which will man and activate the Co-Branded Red Robin Gourmet Burgers/FIU burger station at the event. The winning entry will also receive a Scholarship of $10,000 on behalf of Red Robin, to be divided among the team members of the winning entry equally. The winning burger recipe may also be included on the menu at Red Robin® restaurants in the future.

WINNER NOTIFICATION/RELEASES: Festival will attempt to notify the Winner(s) via email on or about December 12, 2014. To receive a prize, Winners will be required to certify that he/she has the right, and does thereby authorize Sponsor, to publish the entry (or portions thereof as edited or selected at Sponsor's discretion, including the replacement of any recipe item with the similar/equivalent item or generic/non-proprietary item selected by Sponsor), in print, audio, video, internet or other media and to use the ideas encompassed in the entry without compensation by completing and returning to Sponsor a release. Winner(s) will be required to complete, sign, have notarized and return (within 5 days of receipt), an affidavit of eligibility, a licensing agreement, a waiver of liability and, where permitted, a publicity release for
themselves. Failure to return such documents within the designated time period may result in Entrant forfeiting any prize they may have otherwise been eligible to receive. Any prize or prize notification returned as undeliverable or refused will result in disqualification of Entrant, and Sponsor may name an alternate winner. By accepting a prize, the Entrant consents (where legal) to the use of the Entrant's name, likeness, photograph, biographical information and statements by Sponsor and its parent, subsidiaries, franchisees or affiliates for purposes of advertising, promotion and publicity without notice or compensation, except as required by law, for the period referenced in the Licensing Rights section below.

LIMITATION ON LIABILITY: Each Entrant agrees to release, discharge, indemnify and hold harmless Sponsor, its parent, subsidiaries, franchisees, affiliates or advertising or promotion agencies and their respective officers, directors and employees, representatives and agents and The Florida International University Board of Trustees and its respective trustees, employees and agents from and against any claims, damages or liability due to any injuries, damage or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Contest-related activity (including but not limited to travel related thereto) or participation in the Contest. If Sponsor cannot run this Contest as planned due to any cause beyond the reasonable control of Sponsor that corrupts or affects the administration, security, fairness, integrity or proper conduct of the Contest, then Sponsor may cancel, terminate, modify or suspend that portion of the Contest. If Sponsor terminates the Contest prior to its scheduled end date, Sponsor will determine winners from all eligible entries received as of the termination date. Sponsor is not responsible for any typographical or other printing errors in the offer or administration of the Contest, including, but not limited to, errors in the printing or posting of the offer or in these Official Rules, the selection or announcement of the winners or the distribution of any prizes.

LICENSING RIGHTS: By submitting any entry, Entrants thereby grant to Red Robin an exclusive, irrevocable, perpetual and royalty-free license to use, prepare, serve, reproduce, edit, display, transmit, prepare derivative works of, modify, publish and otherwise make use of the submitted work (including the recipe and all aspects and elements thereof) or other information in any and all media, whether now known or hereinafter created, throughout the world and for any purpose. In addition to other things, the rights granted to Red Robin include, but are not limited to, the right to resize, crop, censor, compress, edit, feature, caption, affix logos to, and to otherwise alter or make use of the submitted work. The winning student(s) must assign any and all rights, title and interest in and to the winning recipe to Red Robin perpetually and throughout the universe, including all rights of a copyright owner. The winning student(s) must also grant Red Robin the right to use the name and likeness of the students in Red Robin’s marketing and advertising materials, menus, and other media, for one year following the end of the Festival, and for such time after the end of said year as Red Robin may reasonably require to remove the student’s name and likeness from Sponsor’s marketing and advertising materials, menus and other media.


ADDITIONAL RULES. The conduct of the Contest is governed by the applicable laws of the State of Florida. All claims relating in any manner to this Contest or to any entry must be resolved in the state courts in Miami-Dade County, Florida. FIU and Sponsor are not liable for any lost or stolen entries, prizes or contest information. FIU and Sponsor take no responsibility and assume no liability for any omissions, acts or damages that may result from the preparing of materials to submit to this Contest.
INTELLECTUAL PROPERTY RIGHTS. By submitting an entry, Entrants thereby represent and warrant that the submitted work or information does not and shall not infringe on any copyright, any rights of privacy or publicity of any person, or any other right of any third party, and the entrants affirm they have the right to grant any and all rights and licenses granted to Sponsor herein, including but not limited to, all necessary rights under copyright, free and clear of any claims or encumbrances. Entrants acknowledge and agree that Sponsor shall have no obligation to post, display or otherwise make publicly available any work submitted by the Entrant, and may, in their sole and unfettered discretion, remove, edit, modify or delete any work that Entrant submits.

STUDENT FERPA WAIVER. I am a student of Florida International University (FIU) and hereby consent to the release of my personally identifiable information from my education records maintained by FIU, including but not limited to all materials relating to my submission for the Red Robin’s Golden Robin Award, as well as any of my financial aid and/or academic information that Red Robin may request in connection thereto. I acknowledge that the purpose of the disclosure is to permit FIU to implement the Red Robin’s Golden Robin Award in accordance with the terms of its sponsorship agreement with Red Robin. I understand that the personally identifiable information will be disclosed by FIU only to Red Robin and its agents and representatives.

I acknowledge and agree that as a condition of my participation in the Red Robin’s Golden Robin Award contest, I voluntarily and expressly waive any rights to privacy I may have under the Family Educational Rights and Privacy Act (“FERPA”) and/or §1002.22, Fla. Stat.

________________________________________  __________________________
Print Student’s Name                      Date

________________________________________
Signature of Student

Please submit to Shantell Rolle at the Scholarship Desk in HM210. Due by November 21. Late submissions will not be accepted.