



# NEWS RELEASE

## Defense Commissary Agency

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## DeCA and AAFES announce holiday recipe contest

*By Sallie Cauthers,*

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**NOTE:** *This version corrects an error in the website information for customers to email their recipes.*

**FORT LEE, Va.** – This holiday season, the Defense Commissary Agency and the Army and Air Force Exchange Service are offering shoppers an opportunity to win shopping sprees just by entering their favorite recipes. Could it be one grandma made, or could it be a holiday favorite that you make together as a family?

Beginning Nov. 18 and ending midnight Dec. 31, commissary and exchange shoppers can go online at <http://www.shopmyexchange.com/Community/patriotfamily/contests.htm> to enter their favorite holiday family recipe. Once on the site, customers will see the contest details, rules and a link to an email address for their recipes. Customers can also go to <http://www.commissaries.com> on Nov. 18 to find a link to the contest registration page.

There are three categories to choose from: main dish, side dish or dessert. Participants must submit a description of the recipe, 50 words or less, or the origin of the recipe. Recipes must include specific ingredient measurements and preparation directions. Limit two entries per immediate family.

Contest winners will be determined based on the following criteria: flavor, originality and easy preparation. Think of the following questions when choosing your recipe: Does it have mass appeal? Would people want to make this recipe again and again based on great taste? Is the

recipe an original or unique idea? Is there artistic or imaginative thought around ingredient usage and method? Is this recipe capable of being created in a reasonable amount of time? How many ingredients does it use? Could anyone create this food by following your recipe?

Winning creations will be published on the Patriot Family Connection website and added to DeCA's online recipe collection. The winners will also be included in the AAFES 2012 Holiday Guide.

There will be four winners for each category — 12 chances to win. First-place winners in each category receive a \$500 exchange gift card and a \$500 commissary gift card donated by DeCA's industry partners.

Details for this contest can also be found at various Exchange in-store marketing displays and tabloids.

**-DeCA-**

**About DeCA:** *The Defense Commissary Agency operates a worldwide chain of commissaries providing groceries to military personnel, retirees and their families in a safe and secure shopping environment. Authorized patrons purchase items at cost plus a 5-percent surcharge, which covers the costs of building new commissaries and modernizing existing ones. Shoppers save an average of more than 30 percent on their purchases compared to commercial prices – savings amounting to thousands of dollars annually. For current savings figures for various groups – single member up to a family of seven – visit <http://www.commissaries.com>. A core military family support element, and a valued part of military pay and benefits, commissaries contribute to family readiness, enhance the quality of life for America's military and their families, and help recruit and retain the best and brightest men and women to serve their country.*