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**For Immediate Release:**

**Calling All Cooks**

*The Louisiana Sweet Potato Commission hosts its Fifth Annual  
Recipe Contest for Canned Sweet Potatoes*

**BATON ROUGE, La**—The Louisiana Sweet Potato Commission, along with *Louisiana Cookin'* magazine, invites all cooks to create sweet meals by opening up a can of sweet potatoes, one of the most nutritious and versatile vegetables around. The Commission is hosting its fifth annual Sweet Rewards Recipe Contest for Canned Sweet Potatoes.

The contest began Jan. 15 and will continue through June 7, 2009. Cooks interested in this sweet recipe contest can enter an original sweet potato recipe in one of five categories. Amateur cooks can submit *bread & breakfast, desserts, sides, and soups*, and professional chefs can enter any recipe in the *professional* category. There is no entry fee, and multiple entries from one individual are acceptable.

The Commission will award a total of \$3,500 in prizes. One overall grand prize winner will receive \$1,000.00. The first place winner from each of the five recipe categories will receive \$500.00.

In addition, all entries received prior to April 30th automatically qualify to win one of 10 autographed copies of Holly Clegg's new cookbook, *Trim & Terrific: Gulf Coast Favorites*. Holly Clegg is a distinguished cookbook author and the national spokesperson for the Louisiana Sweet Potato Commission.

After preliminary judgment, culinary students at Delgado Community College in New Orleans will prepare the finalists' recipes. An independent panel of food industry professionals will then judge the final creations. Winning recipes are determined based on overall flavor, visual appeal and creativity, and the judges' decisions will be final.

The Louisiana Sweet Potato Commission will attempt to notify all potential winners by phone or by e-mail by July 30. The Louisiana Sweet Potato Commission will post the winners and recipes on their website after July 30. The winning recipes will also be featured in an issue of *Louisiana Cookin'* magazine.

Those interested in submitting a recipe can log on to *Louisiana Cookin'* magazine's website at [www.louisianacookin.com](http://www.louisianacookin.com). Click on the Sweet Rewards Recipe Contest icon. Entries can also be submitted by printing an entry form from the website and mailing it to *Louisiana Cookin'* magazine at P.O. Box 19084, New Orleans, La 70179.

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*Louisiana Cookin'* is the only magazine devoted solely to Louisiana's love of good food. Each issue is filled with information on delicious foods, authentic recipes, unique cooking styles, famous restaurants and fantastic cookbooks.

Along with the Louisiana Sweet Potato Commission and *Louisiana Cookin'* magazine, the Sweet Rewards Recipe Contest for Canned Sweet Potatoes is being co-sponsored by Allen Canning, Bruce Foods, NewOrleans.com and Delgado Community College Culinary Arts Program.

For detailed contest rules, tips on cooking with sweet potatoes and additional information about Louisiana's sweet potatoes, log on to [www.sweetpotato.org](http://www.sweetpotato.org).

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