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Sweet Winnings for the Chef Showdown Dessert Recipe Contest

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MARS Foodservice wants to give you a \$2500 pro-grade countertop mixer. All you have to do is win the 2013 MARS Chef Showdown Dessert Recipe Contest.



Operators may enter their dessert recipes featuring MARS chocolate candy brands June 1 through August 30 for a chance to win the grand prize of a professional countertop mixer. Two \$500 runner-up prizes will also be awarded and the top three recipes will be featured in the January issue of *FSR Magazine*.

“The contest was introduced in 2012 as an opportunity for operators to showcase their most extraordinary desserts, and we plan to host the contest on an annual basis,” says Tony Russack, MARS Foodservices Snack Marketing manager. “Desserts are some of the most popular items on the menu and consumers have shown a willingness to pay more for items that use a well-known brand as an ingredient.”

Chefs are encouraged to enter an original 12-serving dessert recipe that is made with at least 0.5 ounce per serving of M&M's, Milky Way, Snickers, Twix, or 3 Musketeers products as an ingredient or topping. Entries should be accompanied with a digital photo of the completed recipe.

“The dessert category continues to reinvent itself so we are excited to see what new show-stopping dessert creations we receive this year featuring our candy brands,” Russack says. “Creativity and originality will set a dessert entry apart; however the dessert must taste great and be suitable for use within foodservice operations.”

Last year, Chef Adam Hegsted of Coeur d'Alene Casino Resort in Worley, Idaho, won the MARS Chef Showdown Dessert Recipe Contest. The winning “MARS Lasagna” dessert recipe uses Milky Way and Snickers candy to create a delectable dish of white chocolate, caramelized bananas, candy bar “Bolognese,” and creamed peanut butter cheese. (<http://www.fsrmagazine.com/content/mars-foodservices-announces-winner-its-chef-showdown-dessert-recipe-contest>) (<http://www.fsrmagazine.com/content/mars-foodservices-announces-winner-its-chef-showdown-dessert-recipe-contest>)

For dessert inspirations—such as Snickers Home Made Tarts or Fuji

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Apple Caramel Bars made with Twix candy—and to view the contest rules, visit <http://www.brand-desktop.com/mars/showdown/> (<http://www.brand-desktop.com/mars/showdown/>).

By Kirsten Ballard

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