

NEWS RELEASE

FOR IMMEDIATE RELEASE

November 13, 2014

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American Butter Institute Hosts Holiday Cookie Baking Contest



ARLINGTON, VA – The American Butter Institute’s [Go Bold With Butter](#) blog is inviting home bakers and cookie enthusiasts to submit original cookie recipes this fall for a chance to win \$2,000 in its Holiday Cookie Recipe Contest.

Now through Dec. 7, 2014, baking enthusiasts can submit their recipes on the [contest entry page](#). Entrants must submit an original cookie recipe using REAL® butter. The creator of the first place winning recipe will receive \$2,000, and second and third place winners will receive \$1,000 and \$500, respectively.

“Our audience is passionate about home baking and real, quality ingredients,” said Anuja Miner, Executive Director of the American Butter Institute. “We are thrilled to launch our first Holiday Cookie Baking Contest, and we can’t wait for consumers to share their original holiday cookie recipes in which butter plays an important role.”

A panel of expert judges will determine three winners based on use of REAL butter, taste, appearance, originality and consumer appeal. Winning recipes will be unveiled on or about December 15, 2014. For additional information and official contest rules, visit <http://goboldwithbutter.com/recipecontest>.

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The **American Butter Institute** (ABI), headquartered in Arlington, VA, represents the marketing, policy, and regulatory interests of the nation’s butter manufacturers. ABI’s member companies market a majority of the butter in the United States. Visit www.butterinstitute.org for more information.