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Give your meals

a break-through performance!

With Betty Crocker® Yukon Gold and Sweet Potato Mashed Potatoes



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A Once-in-a-Lifetime Family Meal Makeover Weekend for 2 in Chicago!



Grand Prize Includes:



-  Private Cooking Lessons
-  2 Nights at the Ritz-Carlton
-  VIP Treatment

bespoke cuisine

www.bespokecuisine.com



AND MORE !!!

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Betty Crocker The Betty Crocker® Family Meal Makeover Sweepstakes

Registration

Turn your ordinary dinners into the extraordinary with the help of Betty Crocker Yukon Gold and Sweet Potato Mashed Potatoes. Enter for a chance to win a VIP Chicago weekend, including:

Private Cooking Lessons

[bespoke cuisine](http://www.bespokecuisine.com)

www.bespokecuisine.com

2 Nights at the Ritz-Carlton



VIP Treatment

AND MORE !!! www.fourseasons.com/chicago



First Name

Last Name

Date of Birth*

(must be 18 years or older to register)

Address Line 1

Address Line 2

City

State

Zip

Email

Phone

(format 000-000-0000)

Click here if you would like to receive future Betty Crocker product updates.





Betty Crocker Family Meal Makeover SWEEPSTAKES



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Family Meal Makeover Recipes



Preparing exciting meals that your whole family will love doesn't require long hours in the kitchen.

These delicious dinners can be prepped, cooked, and served in 30-minutes or less!

Loaded Au Gratin Potatoes

Potatoes

- 1 box Betty Crocker® au gratin potatoes
- 2 cups boiling water
- 1 cup half-and-half
- 2 Tbsp butter
- 6 slices bacon, cooked, crumbled
- 1 cup shredded Monterey Jack cheese (4 oz)
- ¼ cup sliced green onions
- ¼ tsp coarse ground black pepper



Topping

- ½ cup plain dry bread crumbs
- 2 Tbsp butter, melted
- 1 Tbsp chopped fresh parsley

1 Heat oven to 375°F. In 2-qt casserole, mix potatoes, sauce mix, boiling water, half-and-half and butter. Stir in remaining potato ingredients.

2 Bake uncovered 25 min. In small bowl, mix bread crumbs and butter; sprinkle over top. Bake 8 min longer or until topping is golden. Sprinkle with parsley.

8 servings (½ cup each)

Scalloped Potatoes Supreme

- 2½ cups milk
- 1¼ cups water
- ¼ cup butter, cut into pieces
- 1 box Betty Crocker® roasted garlic mashed potatoes
- 4 oz cream cheese, cut into pieces
- ¼ tsp coarse ground black pepper
- ½ cup French fried onions
- 1 Tbsp chopped fresh parsley



1 Heat oven to 375°F. In 2-qt saucepan, mix milk, water and butter. Heat to boiling. Stir in 2 pouches potatoes, cream cheese and pepper. Spoon into ungreased 1½-qt casserole. Bake immediately, or cover and refrigerate up to 24 hr.

2 Bake uncovered 20-25 min or until hot. Sprinkle with onions; bake 5 minutes longer or until onions are golden. Sprinkle with parsley.

8 servings (about ½ cup each)

Scalloped Potatoes Supreme

- 1 box Betty Crocker® scalloped potatoes
- 1½ cups boiling water
- 1 cup half-and-half
- 1 Tbsp butter
- ⅛ tsp ground red pepper (cayenne)
- 2 cups Green Giant® frozen cut green beans
- ¼ tsp paprika



1 Heat oven to 400°F. In 2-qt casserole, mix ingredients — except paprika.

2 Bake uncovered 30 min or until potatoes are tender. Stir; sprinkle with paprika.

8 servings (½ cup each)





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In Action

Preparing delicious dinner entrees doesn't require spending long hours in the kitchen.

Bespoke Cuisine's executive chef Kim Shambrook demonstrates how to prepare pan roasted herbed chicken breasts.



Pan Roasted Herbed Chicken Breasts

Ingredients

- 4 Boneless skinless chicken breasts
- 3 TBS chopped fresh herbs.

Betty Recommends: Fresh is best – Fresh herbs provide the best flavor and colors.

- 3 TBS olive oil
- Pinch Kosher salt
- Pinch Ground pepper

Betty Recommends: Daily Grind - Grind your own spices—a coffee grinder works great—for maximum flavor.

Directions

- 1 Preheat oven to 375°
- 2 Place chicken in shallow pan
- 3 Rub sides with 1 TBS olive oil (reserve 2 TBS for cooking)
- 4 Rub herbs, seasoning on both sides of chicken
- 5 Heat 2 TBS olive oil in medium sauté pan.
- 6 Place chicken slowly into pan.
- 7 Sear on each side until golden brown (about 3 minutes)
- 8 Place in oven 8-10 minutes
- 9 Remove from oven; allow chicken to rest 3-4 minutes.

Betty Recommends: Juiced Up - For the juiciest proteins, cover cooked meats lightly with foil and allow to rest before serving, about half their cooking time.

- 10 Serve





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Betty Crocker® Cooking Tips

Mealtime Tips

Getting the most out of meal planning, preparation and cleanup is a snap, when you incorporate these valuable tips into your routine.

Stretch Your Meals Out

Make a big dinner on Sunday and get creative with leftovers all week long. For example, making two roasted chickens on Sunday can help create needed ingredients for recipes later in the week, such as chicken salad or chicken rice soup.

Buy Low, Freeze For Later

For fresh vegetables that freeze well, such as onions, celery or bell peppers, save money by buying when the price is low, then chopping and freezing for later use.

Make Dinner Time Family Time

Have everyone come to the kitchen 10 minutes prior to dinnertime with washed hands and a specific role. Whether it's setting the placemats or making a tossed salad, everyone can play a role in getting dinner on the table.

Organize Meal Time Tools

Keep utensils and pots or pans that you use for each dinner together in one place. This strategy gives you access to all the tools you need, so you can grab your side dish and get cooking.

Picture Dinner In Advance

Keep your favorite recipes in a small photo album that includes side dishes, beverage ideas and dessert ideas on the same page. Before grocery shopping, flip through the album to create your dinner menus for the entire week.

Save Time With Convenient Products

Cut your prep time by using pre-cut, pre-chopped, pre-cooked and pre-prepared ingredients such as shredded cheeses, frozen biscuits or pre-diced vegetables.



10 Easy Tips For Fast Meals

When time is of the essence, planning ahead makes all the difference. Here are the keys to serving up winning meals in no time:

1 Shop with a List

Arrange your shopping list in the order in which items are located in the grocery store.

2 Buy Time-Saving Ingredients

Purchase ingredients that save prep time such as precooked meats, mashed potatoes, formed hamburger patties and pre-cut fruits and vegetables or deli salads.

3 Stock your Pantry

Keep a wide variety of food and ingredients on hand in your cupboard, refrigerator and freezer for flexibility in preparing meals.

4 Chick Picks

Use cut up rotisserie chicken in casseroles, main dish salads or soups. Also, chicken breasts that have been individually frozen are easy to remove from the bag one at a time.

5 Easy Ground Beef

Brown extra ground beef and freeze desired amounts in resealable food-storage plastic freezer bags up to three months. Or, purchase precooked ground beef from the freezer section.

6 Fast Cooking

Cut vegetables, meat and poultry into small or thin pieces. To cook boneless skinless chicken breasts faster, pound them with a meat mallet between sheets of waxed paper or plastic wrap until they're about 1/4 inch thick.

7 Helpful Kitchen Tools

Speed prep time with timesaving kitchen tools such as sharp knives, a kitchen shears, wire whisks, a self-cleaning garlic press, apple wedger and egg slicer.

8 Boil Water Faster

Water boils faster if it's unsalted and the lid is on the pot.

9 Fast Cleanup

Line cookie sheets and baking pans with nonstick or regular foil before baking breaded chicken strips, fish sticks, French fries or similar foods.

10 Ditch the Dishes

Marinate meat, poultry, fish and vegetables in resealable food-storage plastic bags.





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Official Rules

1. NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID OUTSIDE THE 50 UNITED STATES AND DISTRICT OF COLUMBIA AND WHERE PROHIBITED.

2. There are two (2) ways to enter the Sweepstakes:

For Internet entry: Enter by visiting the Betty Crocker Family Meal Makeover Sweepstakes official registration page at www.familymealmakeover.com, and completing all of the required information. Submit your entry by clicking on the "Submit" button. Internet entries must be received by 11:59 p.m. (E.T.) on November 5, 2007.

For entry by U.S. Mail: Enter by printing your full name, street address (no PO Boxes) and telephone number on a 3.5"x 5" piece of paper and mailing your entry in an envelope to Betty Crocker Family Meal Makeover Sweepstakes, P.O. Box 8546, Prospect Heights, IL 60070. U.S. Mail entries must be postmarked by November 5, 2007 and received by November 12, 2007.

The Betty Crocker Family Meal Makeover Sweepstakes (the "Sweepstakes") will begin at 12:01 a.m. (E.T.) on October 8, 2007 and end at 11:59 p.m. (E.T.) on November 5, 2007 (the "Sweepstakes Period"). You may enter the Sweepstakes via U.S. Mail as often as you like, but each entry must be mailed separately. For Internet entries, only one entry per person/email address will be accepted, but you may submit additional entries via U.S. mail. Mechanically reproduced U.S. Mail entries or multiple Internet entries submitted by means of software-generated or other automated processes will be disregarded.

Comcast Spotlight, Inc. ("Sponsor") will not be responsible for incomplete, illegible, lost, late, postage-due, misdirected or mutilated entries or for failure to receive entries due to postal error, transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. In the event of a dispute, all email entries will be deemed to have been submitted by the account holder of the email account from which they were sent. For these purposes, an email account holder shall mean the natural person assigned to such email account by the Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with such email account. Any questions regarding the number of entries submitted or the owner of an email account shall be determined by Sponsor in its sole discretion. The Sponsor's time clock is the official clock for this Sweepstakes. By entering, all entrants and participants further agree to be bound by the terms relating to the use of Sponsor's website as applicable, including its Privacy Policies.

In the event the Sweepstakes is compromised by a virus, non-authorized human intervention, tampering or other cause beyond the reasonable control of Sponsor that corrupts or impairs the administration, security, fairness or proper operation of the Sweepstakes, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, Sponsor will award prizes in a random drawing from non-suspect entries received before the termination date.

All entries become the property of the Sponsor and will not be returned. Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Sweepstakes.

3. ELIGIBILITY: Sweepstakes is open only to legal residents of the 50 United States and District of Columbia, 18 years of age or older at time of entry. Sweepstakes is not open to employees of the Sponsor, and its parent, affiliate and subsidiary companies, retailers, wholesalers and their advertising or promotional agencies, and the immediate family members of and any persons domiciled with, such employees.

4. PRIZE: One (1) winner of a trip for two (2) to Chicago, IL to attend the Bespoke Cuisine cooking school (the "Prize") will be selected in a random drawing from among all eligible entries to be held on or about November 16, 2007 by Promotion Activators, Inc. ("Administrator"), an independent judging organization whose decisions regarding winner selection and all other aspects of the Sweepstakes shall be final and binding in all respects. If a prize winner cannot or will not accept prize as stated, in Sponsor's discretion, the prize winner may forfeit the prize and the prize may be awarded to an alternate winner. Approximate retail value of the Grand Prize is \$ 4,900.00. The actual value of a prize may vary and any difference between the stated value and actual value will not be awarded.

Prize includes round trip coach air fare for two (2) from major airport nearest winner's home to Chicago, three (3) days/two (2) nights double occupancy hotel accommodations, and cooking lessons for two (2) days for two (2) persons at Bespoke Cuisine, Chicago, IL, with travel commencing on January 18, 2008 (alternate travel date commencing on February 8, 2008 if winner is unable to travel on 01/18/08). Costs of meals, ground transportation, gratuities, taxes, transportation to and from airport and all other expenses not specified as part of prize package are the sole responsibility of prize winner. Winner and guest must travel together on the same itinerary and on the dates designated by Sponsor or prize will be forfeited in its entirety. Air transportation provided only if a winner does not reside within one hundred (100) miles of Chicago, IL. If winner resides within one hundred (100) miles of the destination city, s/he will receive the use of a rental car (if eligible) for three (3) days in lieu of air travel (no cash balance will be awarded). The total approximate retail value of the travel package may vary depending on location of major airport nearest to winner's home. Prize may be subject to blackout periods, and other restrictions may apply.

5. ODDS: Sweepstakes may be presented in multiple presentations and in other media, and the odds of winning may depend on the number of eligible participants who enter the Sweepstakes through such multiple presentations.

6. WINNER NOTIFICATION AND ACCEPTANCE: Potential winner will be notified by telephone, U.S. Mail and/or email on or about November 16, 2007. Return of U.S. Mail and/or email prize notification as undeliverable or inability for Sponsor to make telephone contact with potential winner(s) within 72 hours of initial notification date may result in disqualification and an alternate winner may be selected. Potential winners may waive their right to receive a prize. Prize will be awarded, but may be forfeited if not properly claimed. Prize is nonassignable and nontransferable. No substitutions allowed, except that prize and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winner is responsible for all federal, state and local taxes. Winner agrees to provide his/her social security number, and Sponsor will provide each winner a federal form 1099 for each prize. Confirmed winners are solely responsible for payment of any taxes on prizes. Winner will be required to complete an affidavit of eligibility, and a liability and publicity release (except where prohibited by law) which must be returned within seven (7) days of date of postmark. Failure to sign and return the affidavit or release as provided herein, or to comply with any term or condition of these Official Rules, may, at the sole discretion of Sponsor, result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of prize to an alternate winner. If applicable, persons traveling as guest of the prize winner will also be required to complete any affidavit and release that Sponsor may require. Except where prohibited by law, participation in the Sweepstakes constitutes entrant's consent to the publication of his or her name and image in any media for any commercial or promotional purpose, without limitation or further compensation. For prize winners' list, send a self-addressed, stamped envelope to Betty Crocker Family Meal Makeover Sweepstakes Winners List, 1851 Elmdale Avenue, Glenview, IL 60026, for receipt by December 16, 2007. Winner has sixty (60) days to process your request after receipt.

7. GENERAL RELEASE/CONDITIONAL LIMITATION OF LIABILITY: Participation and entry in the Sweepstakes constitutes an agreement by each entrant to comply with these Official Rules. By entering and participating in the Sweepstakes, entrants release Sponsor, any other promotional Sponsor, and each of their respective parent, affiliate and subsidiary companies, and their advertising or promotional agencies, directors, officers, employees, representatives, partners and agents from any liability whatsoever for any claims, costs, injuries, losses or damages of any kind arising out of or in connection with the Sweepstakes or with the acceptance, possession or use of any prize (including, without limitation, claims, costs, injuries, losses or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light). Notwithstanding the foregoing, in the event that the preceding release is determined by a court of competent jurisdiction to be invalid or void for any reason, Sweepstakes entrant agrees that, by entering the Sweepstakes, (i) any and all disputes, claims, and causes of action arising out of or in connection with the Sweepstakes, or any prizes awarded, shall be resolved individually without resort to any form of class action; (ii) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event attorney's fees; and (iii) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses.

8. REMOVAL FROM MAILING LIST: Internet entrants in the Sweepstakes will receive future promotional materials only if they indicate they wish to receive such materials by indicating so in the space provided.

9. CONSTRUCTION: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any entrant and Sponsor, shall be governed by, and construed in accordance with the laws of the State of Delaware, without giving effect to any choice of law rules or provisions (whether of Delaware or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Delaware. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

10. SPONSOR: The Betty Crocker "Family Meal Makeover" Sweepstakes is sponsored by Comcast Spotlight, Inc., 444 N. Michigan Ave. Suite 800, Chicago, IL 60611. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Sweepstakes. If you have any questions regarding this Sweepstakes, please contact the Administrator, Promotion Activators, Inc. 1851 Elmdale Avenue, Glenview, IL 60026.

