

## **MECHANICS**

### **CERTIFIED FUNLASANG PINOY DISH CERTIFICATION PROGRAM**

THE Unilever Food Solutions (UFS) CERTIFIED FUNLASANG PINOY Dish Certification Program enables ALL FILIPINO CHEFS CURRENTLY BASED IN THE PHILIPPINES to submit their original culinary creation/s to the website [www.unileverfoodsolutions.com.ph](http://www.unileverfoodsolutions.com.ph) for inclusion as a CERTIFIED FUNLASANG PINOY Dish.

The dish must be an authentic Filipino dish derived from Filipino cuisine (based on a Filipino dish), prepared and presented using specified KNORR and LADY'S CHOICE products.

The program will certify dishes which will be featured online.

Of all the certified dishes, 25 will get the chance to earn the title of The Best of Certified Funlasang Pinoy through customer voting. The professional kitchen or dining establishment who own these 25 dishes will then be featured in a culminating event.

The program is co-presented by Philippine Daily Inquirer LIFESTYLE.

**CALL FOR SUBMISSIONS will commence on March 15, 2019 with submissions accepted until JULY 31 2019.**

**SCREENING will take place from AUG 1, 2019 to AUG 15, 2019**

**CERTIFICATION will take place from AUG 9, 2019 to AUG 25, 2019.**

**Consumer/ diner voting to determine the TOP 25 Dishes which will be deemed as THE BEST OF CERTIFIED FUNLASANG PINOY 2019 will commence AUG 25, 2019 to SEPT 15, 2019. Awarding will take place on the first week of October 2019.**

#### **WHO CAN JOIN:**

This contest is open to all residents of the Philippines, of legal age and working in a professional kitchen or food service establishment.

### **PHASE 1: ONLINE SUBMISSION**

#### ***I. NOMINATION/ SUBMISSION OF ENTRIES***

- A. To participate, go to [ufs.com/funlasangpinoy](http://ufs.com/funlasangpinoy). Submit details of your entry
  - a. Personal Information of Chef or Authorized Representative
    - Name
    - Email address
    - Mobile Number
    - Create a Password
    - Agree to the Terms & Conditions
  - b. Dining establishment Information
    - Restaurant Name
    - Date of Establishment
    - Complete address
    - Contact Information (landline and/or mobile number)
    - Link to social media accounts (Facebook, IG)

c. Dish Entry Information Detailed Recipe

- Backstory (how the dish came to be created, what were your inspirations, etc.)
- Photo of Restaurant Menu (front cover and page where dish entry is featured)
- Brief write up about the chef/ author of recipe

1. Entrants must agree to the terms and conditions, and agree with the data privacy opt-in statement below, by clicking the check boxes. Only those who click the corresponding check boxes will be able to successfully submit an entry.

Opt-in Statement: *I consent to the processing of the personal data I provided by Unilever Philippines, members of the Unilever group, and its authorized third party service providers (who may be outside the Philippines) for purposes of this UFS CERTIFIED FUNLASANG PINOY Dish Certification Program, consumer engagement, marketing, and research activities in accordance with Unilever's Privacy Policy (<http://www.unileverprivacypolicy.com>). I understand that Unilever Philippines shall retain the personal data I provided until such time that the purposes have been accomplished, but in no case longer than 2 years. For any questions on the use of my personal data, I understand that I may contact Unilever Philippines at [privacy.ph@unilever.com](mailto:privacy.ph@unilever.com), 02-588-8800 or toll free at 1-800-105647258.*

2. Incomplete information and/or documents/ attachments will disqualify entry.
3. PARTICIPATING CHEFS/ DINING ESTABLISHMENTS may submit/nominate more than one dish as entry for certification provided said dish/es meet the preceding criteria, and supported by necessary documents/ requirements as outlined herein.
4. Submissions is from **March 15, 2019 to July 31, 2019.**

## II. DISH ENTRY

1. Only dishes currently included in the representative dining establishment's current menu and currently being served by said establishment will qualify for submission to the dish certification program. Newly-created dishes (i.e., created only for the dish certification program) will not be accepted.
2. Dish entry must be a classic Filipino dish (e.g., Adobo, Sinigang, Sisig etc.). Dish may be an entrée or main course. Dish category need not be restricted to the Top 10 Filipino Dishes featured in the two previous Funlasang Pinoy Twistfest competitions.
3. Dish entry must be prepared using any of the following UFS products:
  - Knorr Chicken, Pork, or Beef Broth Cubes
  - Knorr Liquid Seasoning
  - Knorr Chicken Powder
  - Knorr Tamarind Soup Base
  - Knorr Rostip Chicken Seasoning Powder
  - Lady's Choice Real Mayonnaise
4. Use of UFS products must be integral to taste and texture of the dish. Use of UFS products merely as garnish, finishing ingredient or dip is not allowed and will disqualify entry.

## III. SCREENING

1. **Dishes/ recipes will be screened based on the following criteria**
  - **Authenticity of Dish as Philippine-Cuisine derived – 50%**  
Dish must be a classic Filipino or an adaptation of or innovation on a dish that is identifiably Filipino (e.g., Vegan Sisig)
  - **Use of Unilever Food Solutions Funlasang Pinoy Products – 50%**  
Use of UFS products must be integral to taste and texture of the dish. Use of UFS products merely as garnish, finishing ingredient or dip is not allowed and will disqualify entry.

2. A dish that passes the screening will automatically be a CERTIFIED FUNLASANG PINOY Dish.
3. Dining establishments whose dishes pass the screening for certification will be notified via email and/or mobile.
4. Screening will be from **AUG 1 TO AUG 25, 2019**

#### **PHASE 2: CERTIFICATION:**

1. Dining establishments whose dishes pass the screening during Phase 1 will receive the CERTIFIED FUNLASANG PINOY Seal in the following formats for their promotional use:

- Plaque
- Window Decal
- Table Topper

The above materials will be sent via courier to certified dining establishments from **AUG 9 – AUG 25, 2019**

2. CERTIFIED FUNLASANG PINOY Dishes will likewise receive the following promotional support:
  - Feature on the Funlasang Pinoy page (with link to dining establishment's site/ social media page)
  - Feature in Funlasang Pinoy microsite/platform (housed within INQUIRER website)
  - Social cards on INQUIRER Facebook page with link to microsite

#### **PHASE 3: THE BEST OF CERTIFIED FUNLASANG PINOY**

1. All CERTIFIED FUNLASANG PINOY Dishes will be featured on the CERTIFIED FUNLASANG PINOY microsite/ platform inside the INQUIRER website and will be available for public online voting from **AUGUST 25, 2019 TO SEPTEMBER 15, 2019.**
2. Consumers/voters must register to be able to vote by linking their Facebook account
3. Consumers/voters must also agree to the terms and conditions, and agree with the data privacy opt-in statement below, by clicking the corresponding check boxes. Only those who click the corresponding check boxes will be able to successfully get into the voting page:  
*Opt-in Statement: I consent to the processing of the personal data I provided by Unilever Philippines, members of the Unilever group, and its authorized third party service providers (who may be outside the Philippines for legitimate purposes of this UFS CERTIFIED FUNLASANG PINOY Dish Certification Program, management of the raffle to be held, consumer engagement, marketing, and research activities in accordance with Unilever's Privacy Policy (<http://www.unileverprivacypolicy.com>)). I understand that Unilever Philippines shall retain the personal data I provided until such time that the purposes have been accomplished, but in no case longer than 2 years. For any questions on the use of my personal data, I understand that I may contact Unilever Philippines at [privacy.ph@unilever.com](mailto:privacy.ph@unilever.com), 02-588-8800 or toll free at 1-800-105647258*
4. Once inside their account, consumers /voters may vote for as many dishes as they want. They may only vote for each dish once per day.
5. All voters who register to vote will be eligible for the raffle to get the chance to win **P5,000.00**, to be raffled at the Unilever Office on **SEPTEMBER 16, 2019**. Each voter will have an equal chance of winning regardless of the number of votes he/she made on the website.
6. Consumers / diners may share the entry/ies they are supporting via the Facebook Connect feature, available on the page, or via hyperlink / QR code provided.

7. Chef/cook joiners are encouraged to share their entries to their friends and diners, via in-store and online materials.
  - a. Artwork templates (i.e., poster, tent card, menu insert, Facebook post) for promotional materials which they can utilize may be downloaded from the website.
  - b. Chefs must print or produce the said materials on their own account.
  - c. They may utilize various forms of social media to get votes for their entry.
8. The 25 dishes with the most number of votes will be eligible to join the cook off. The 25 finalists will win cash prizes and special online and print mentions, as well as invites to UFS's upcoming Chefmanship Academy programs.
9. Out of the 25 finalists, 4 BEST FUNLASANG PINOY Runners up dishes will be determined by below criteria
  - **Taste – 30%**  
Overall impression of the dish that should exude harmonious mix of flavor, taste and texture along with proper application of cooking techniques. Food must be served at the proper temperature.
  - **Correct Preparation – 20%**  
Correct preparation and application of UFS Products into the dish concept(s). Food prepared and serve should strictly adhere to food safety standards, proper temperature, doneness of protein should meet all safety requirements.
  - **Presentation - 20%**  
Participants should be able to present a good impression of their dish concepts based on general food principles and current food plating trends. All garnishes must be edible and served on a plate that is of an appropriate size, food grade and sanitized.
  - **Alignment of Dish to Funlasang Pinoy Concept – 20%**  
Dish must be a classic Filipino or an adaptation of or innovation on a dish that is identifiably Filipino
  - **Use of UFS SKUs – 10%**  
Use of UFS products must be integral to taste and texture of the dish.
10. The 4 dining establishments whose dishes qualify as the BEST OF CERTIFIED FUNLASANG PINOY 2019 will receive the following:
  - Premium Publicity:
    - o Print on Inquirer
    - o Online via Inquirer.net, UFS website, and other paid publishers
11. Out of the 25 Best of the Best Funlasang Pinoy Dishes, Only 1 Will be crowned the Ultimate Funlasang Pinoy Winner and will win P100,000.00
12. Twenty Thousand pesos (P20,000) will be given to the next Top 4 finalists.
13. Five thousand (P5,000) pesos will be given as a consolation prize to the remaining 20 finalists.

#### **OTHER TERMS:**

1. Unilever Philippines, Inc. reserves the right to determine the suitability of the entries at its discretion, and to disqualify any entries it determines to be incomplete, ineligible, or inappropriate for any reasons.
2. By joining this dish certification program, the participant warrants that all entries and submissions are owned by the participant, and he/she agrees and consents to having Unilever publish and use such entries for promotion or advertising without any further consideration to the participant.
3. Employees of Unilever and its subsidiaries and affiliates, agencies, distributors, and their family members up to the second degree of consanguinity are not eligible to participate in this contest.
4. Acceptance of a prize constitutes permission to use the winner's name and/or likeness for advertising purposes without further notice or compensation.
5. In case of disputes, the decision of Unilever Philippines, Inc. in concurrence with the FDA, is deemed final.