



There are two types of South Africans.
Those who can bake champion koeksisters
and those who love eating them!



Are you a champion koeksister baker?

YOU COULD WIN R100 000!

Or if you know you've tasted a winner - you could win one of five R1000 cash prizes

How to enter:

Tell us why you are a champion koeksister baker.

For example, how many koeksisters do you bake on a day or per month? Have you created your own special recipe or is it a family secret? How would you describe the taste and texture of your koeksisters? What makes your koeksisters unique? Are you selling to the formal or informal market?

Note: You don't have to send us your recipe – this will remain your secret!

Send your entry together with your contact details via email to: koeksister@hulettssugar.co.za or post to: Hulett's Koeksister Champion 2013, PO Box 3016, Saxonwold, 2132. Closing Date: 30 May 2013.

If you know you've tasted a winner - simply sms the word **koeksister** followed by the name and address of where you've purchased your best-ever koeksister, to **32113**. Standard SMS rates apply. Closing Date: 30 May 2013.

Selection of the koeksister baker finalists:

The judging panel will read and evaluate each entry received and compile a short list of 15 semi-finalists. The semi-finalists will be informed telephonically on May 30 and will be requested to produce a dozen of their koeksisters for final judging. The Promoter will purchase these koeksisters from the semi-finalists and will also take care of all necessary arrangements and costs to collect these koeksisters, by hand, on June 5. On June 6 the judging panel will taste and evaluate each of the semi-finalists' koeksisters and select

4 finalists. The 4 finalists will each win a trip to The Innibos Festival (26-29 June 2013) valued at R10 000 each.

Selection of the Hulett's Koeksister Champion 2013:

During the course of the 4-day Innibos festival, a total of 2500 (approximately 625 per day) festival goers will have the opportunity to sample and vote for their best tasting koeksister. The Hulett's Koeksister Champion 2013 will be announced on Saturday, June 29, at the Innibos Festival. The winner will receive the cash prize of R100 000.

For more information and competition rules visit www.hulettskoeksister.co.za



festival visitors will sample 10 000 koeksisters to vote for the Hulett's Koeksister Champion 2013!