



## Regulation

- 1) The contest #pizzaUnesco is open to people of legal age who are professionally employed pizzaioli, or who have successfully completed a pizza-related training course.
- 2) Recipes can be sent from 17<sup>th</sup> of June until 11<sup>th</sup> of September, 2017. The announcement of the 10 finalists selected by the jury will take place on 1<sup>st</sup> of October. The finalists will be invited and hosted in Naples to participate in the live final taking place on the 14<sup>th</sup> of November at the Molino Caputo (excepting updates which will be communicated in a timely manner, and in any event no later than 1<sup>st</sup> October). During the event, there will be a tasting of the selected creations, after which the winner will be announced.
- 3) Participation Requirements:
  - a) The pizza must be a unique and original creation.
  - b) Creations already presented to the public can also be included.
  - c) The name of the pizza must be original and different from those on the MySocialRecipe site

4) There are seven special mentions assigned by MySocialRecipe's partners. If you would like to apply your own pizza for one of them, please indicate its title in the "notes" section

Eg: this pizza concurs with the mention "Best pizza for nutritional aspects"

Planned awards:

- a) Best pizza for nutritional value (by Legambiente);
- b) Slow Pizza - best pizza for territoriality (by SlowFood)\*;
- c) Most read pizza on the web (by MySocialRecipe);
- d) Best pizza for original ingredients (in collaboration with the Federation of Italian Chefs);
- e) Best pizza-wine pairing (by the Italian Sommelier Association)\*\*;
- f) Best pizza dough (by Ferrarelle);
- g) Pizza is fried too (by Italia a Tavola magazine)\*\*\*;
- h) Best gluten-free pizza (by Ristorazione Italiana magazine);
- i) Pizza in the world (by Luciano Pignataro Wine Blog);
- j) Functional and alternative pizza (by Nazionale Italiana Pizzaioli)\*\*\*\*;
- k) Best tomato pizza (by La Fiammante).

\*For the "Slow Pizza - best pizza for territoriality" award, competing pizzas must tell the tale of a territory (including the use of video, images or media necessary for this narration). Entries using one or more of the Slow Food Presidia and whose dough uses a flour base from ancient grains will be particularly well-received. If so, it is useful to specify in the notes that the pizza is a "Slow Pizza" entry and which Presidia or ancient grain flours have been used.

\*\*For the "Best pizza-wine pairing" award, it is useful to specify in the notes section that the pizza is an entry for this award. The "drinks" section must state which wine (incl. provenance and wine cellar) was paired with the pizza entry and why.

\*\*\*For the "Pizza is fried too" award, note that fried pizzas can compete for this award but not for the main contest. The "notes" section must indicate that the pizza is an entry for this award.

\*\*\*\*For the "Functional and alternative pizza" award, functional pizza includes Gluten Free, Diet and KAMUT doughs as well as Vegan pizza. Alternative pizza, on the other hand, includes dough made from ancient grains, non-classic dough (anything that is not wheat flour), and organic pizza.

- 5) Registration in the contest is free. In order to enter the contest it is required to subscribe at [www.mysocialrecipe.com](http://www.mysocialrecipe.com) and register the original recipe. It is possible to attach 3 pictures and/or a video (max duration 5 min.) to show the appearance, the alveolation and the perfect cooking of the pizza. In addition, it is mandatory to indicate all the ingredients used with their respective quantities (both for the dough and seasoning) and a clear description of the making process. It is especially appreciated the use of video materials that can tell the candidate pizzas. Remember that uploading videos can only take place from your profile, after recipe recording.
- 6) It is possible to enter the contest with a maximum of 5 recipes. Only the recipes that create an original idea while respecting the typical Neapolitan pizza criteria will be considered:
  - a) The ingredients of the dough are: water, flour, salt and yeast; the dough can be made by hand or with the mixer. Personal elaborations are allowed.
  - b) A long leavening is necessary for the yeast dough (minimum 30 min) and 4 hours at least for the following phase.
  - c) The disk of dough must be made by hand, on a light layer of flour to prevent it sticking; the manipulation must be rotary, with a pressure of the fingers of both hands on the dough in order to create the "cornicione" (crust).

- d) The pizza must be transferred into the oven (wood, gas or electric) with a shovel (of wood or aluminum) and must be baked uniformly everywhere.
  - e) The appearance of the pizza must be characterized by a raised "cornicione" with a golden color. It has to be soft to the touch and to taste, and easily foldable.
- 7) The committee of experts will judge at its own discretion all proposals received on the basis of the following criteria:
- a) Creative and personal elaborations of the dough are allowed.
  - b) Balance of the seasoning even if this is mixed with typical ingredients of different countries.
  - c) Creativity of the idea and of the making (in the choice of the ingredients and in the making of the dough).
  - d) Technique and cooking method
  - e) Appearance of the pizza (by images and video)
  - f) Clearness of the registered recipe (precise indication of ingredients and the procedure) including the recipe of the dough.
- 8) All participants are required to share the official banner of the contest through their social media account (Facebook, Twitter, Instagram) with the following wording "I am taking part in the MySocialRecipe #pizzaUnescocontest with this recipe".
- 9) The use of the following dedicated hashtag pizzaUnesco #pizzaUnescocontest #mysocialrecipe would be appreciated.
- 10) There will be no prize money.

- 11) Both direct or indirect references to commercial brands in text, photos and videos are not allowed.
- 12) The images and the videos taken during the contest #pizzaUnesco will be used on the following channels: social media, national TV networks, and websites of the organizers, partners or sponsors attending the event. Every participants, registering or entering the contest, expressly authorizes the use of the above pictures and videos and /or the circulation of the recipes created.
- 13) Participation in the contest automatically constitutes acceptance of these rules in their entirety. The organization reserves the right to make changes that may be necessary to this Regulation, as well as the cancellation of the contest and all its related activities. The organization also reserves the exclusive right to publish the works as well as exclusion (selection) of the participants in conflict with this Regulation at the sole discretion of the commission.
- 14) Authorization of processing of personal data. Information under law n.196 30.06.2003 art 13 and subsequent changes. The processing of personal data is done by MySocialRecipe Ltd in compliance with the provisions of law 196/2003. The processing of the data, which is guaranteed in the strictest privacy, is for purposes of administration of the contest and any other activities related to mysocialrecipe.com website. The data can be used to create an archive for the purposes via email proposals and future initiatives of mysocialrecipe.com and its members. At any time you can access to the information held by MySocialRecipe and exercise the rights under article 7 of the law

(updating, rectification, integration, cancellation, transformation or blocking of data processed unlawfully, opposition to data processing , etc.) by sending a written request to the data controller (mysocialrecipe Ltd.) to the email address: [info@mysocialrecipe.com](mailto:info@mysocialrecipe.com)