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## Hot Raw Chef™ Sweet Valentine Video Recipe Contest Video Rules and Judging Criteria

### The Video Submission

- The total length of the video must be under 5 minutes.
- The majority of the preparation must be performed in front of the camera, with the exception of freezing, dehydration, or time to “set-up.”
- The video must be of you demonstrating your own original recipe.
- At the end of your video presentation, you must say, **“Go to HotRawChef.com to vote for me! Don’t forget – do it now! That’s HotRawChef.com to cast your Peoples Choice vote for me, [your name here]!”**
- You must submit a photograph of yourself.
- You must go to **HotRawChef.com** to register and for complete registration instructions and submission.
- Your video will be evaluated on presentation and teaching style as well as recipe quality and adherence to the judging criteria. Video production quality is not a consideration in judging, so no fancy equipment is needed.
- Deadline for video submissions is midnight Pacific Time on **January 17, 2012**.

### The Recipe

- Your recipe must contain 100% vegan ingredients (no honeybee, dairy or other animal products or byproducts). Recipes using non-vegan ingredients will be disqualified.
- The recipe must be low in sugar, using predominately low-glycemic or zero-carbohydrate sweeteners (*see list of sweeteners on page 4*).
- The recipe must be gluten-free (*see list of common gluten-containing foods on page 8*).
- The recipe must be written in an easy-to-read format and submitted using our recipe writing guidelines (*see recipe writing guidelines on page 9*).
- Your recipe must contain a minimum of 90% raw ingredients by weight. Ingredients which are admissible, but not considered raw, include things like: gluten-free miso, tamari, natural flavor extracts like food grade essential oils, vanilla, and other pure flavor extracts, pure agave, maple syrup, agar agar, lecithin, and commercially dehydrated foods, likes spices.
- Your recipe will be included in an eBook of contest recipes which will be given to everyone who registers to vote.
- You must submit a photograph along with your recipe and video showing your finished, plated dish.

### The Presentation

- All contestants are required to accept a standard waiver for the use of photos, video, and recipes by representatives of Living Light. *See “Agreement” on page 11.*



- Please refrain from using inappropriate slang, swear words, disrespectful or judgmental language.
- Avoid giving unsubstantiated nutritional information or medical advice.
- Do not use this video as a sales opportunity or for personal promotion of a web site, etc. All entrants will have their web site and/or contact information listed on our voting page so people may contact you for information about your services.

## **Judging Criteria**

All submissions will be equally reviewed for the following:

### **1. Overall Presentation and Teaching Style - 60%**

*Includes professionalism, teaching skills, enthusiasm, culinary expertise, culinary tips, ease of recipe, and attractiveness of final product*

### **2. Quality of Recipe - 20%**

*Includes originality, creativity, ease of preparation, clarity of written recipe*

### **3. Votes by the Public - 20%**

*Get your friends to support your rise to the top! The person with the most votes in this category will win the Peoples' Choice Award. Votes will also count toward the overall score.*

### **4. Adherence to Guidelines – Points Deduction**

*This category amounts to a deduction of points if guidelines are not followed. Examples include: the amount of non-raw ingredients, amount of time spent promoting products, offering unsubstantiated nutritional information, etc. Not adhering to guidelines could result in a deduction of up to 40% and in some cases, elimination.*



## Living Light Recommended Sweeteners and their Glycemic Index\*

Sweetener	GI	Description
<b>Erythritol</b>	0	Erythritol is a nearly zero calorie sweetener that has not been found to affect blood sugar or insulin levels and has a zero glycemic index. It has a clean, sweet taste more similar in taste to sugar than other natural sweeteners such as stevia (which can be bitter). Lakanto is Erythritol and Luo Han Guo. Erythritol is a sugar alcohol produced through the fermentation of non-GMO certified corn. It exists in many foods such as grapes, mushrooms, cheese, wine and beer.
<b>Stevia Extract</b>	0	Derived from the leaf of the stevia plant. It has a naturally sweet taste, but will not elevate blood sugar levels and has no calories. It is available in liquid and powder form. Stevia is 200 times sweeter than sugar, so it should be used in very small amounts. It has a strong licorice-like taste. Stevia may be used alone to sweeten teas, beverages and shakes, or combined with other sweeteners in desserts to decrease the total amount of sweetener used.
<b>Coconut Meat</b>	1	The soft, edible flesh of a young coconut.
<b>Yacon Syrup</b>	1	Yacon syrup has a very low glycemic index, even lower than agave nectar. It has a strong flavor similar to molasses and may be used to replace agave nectar, maple syrup, or raw honey in beverages and desserts. Less sweet than other concentrated sweeteners.
<b>Coconut Water</b>	3	Clear liquid from a young coconut.
<b>Coconut Milk</b>	5	Liquid expressed from blending young coconut meat and water.
<b>Agave Nectar</b>	15	A mild tasting concentrated sweet syrup made from the juice of the agave plant. Although it has a much lower glycemic index than honey, maple syrup or cane sugar, agave nectar is 90 percent fructose, therefore, should be consumed sparingly. Choose light agave nectar for a mild flavor, and dark agave syrup for a molasses-like taste. Please note: Agave has been delisted and banned by the <u>Glycemic Research Institute</u> of Washington DC because serious side effects were observed in clinical trials.



Sweetener	GI	Description
<b>Coconut Crystals</b>	25	Made from the sap of coconut blossoms. Contains 17 amino acids, minerals, vitamin C, broad-spectrum B vitamins, and has a nearly neutral.
<b>Lucuma</b>	25	A naturally sweet, golden-yellow or orange fruit from Peru. Powdered lucuma is made from the ground, dried fruit and is used as a flavoring agent and mild sweetener. It is popular in ice creams for its vanilla custard-like flavor and can be added to custards, cream fillings, and nut sauces. Use 1 teaspoon powder to each ¼ cup of liquid. It is a low GI whole-food sweetener, an excellent source of beta-carotene, niacin, and iron.
<b>Maca Powder</b>	25	Maca powder is made from the Peruvian maca root, and is rich in calcium and potassium. It is reputed to increase energy, libido, and stamina. Maca has a slightly sweet taste and can be used to thicken smoothies and shakes, or to replace flour in cakes and cookies. Use about 2 teaspoons per 1 cup recipe volume.
<b>Mesquite Powder</b>	25	Mesquite powder comes from pods from the mesquite tree, and is rich in protein and calcium. It has a sweet caramel-like flavor, but will not elevate blood sugar levels. It can be used to thicken and sweeten shakes and smoothies, and to replace flour in cakes, cookies, and pie crusts.
<b>Date Fruit</b>	30-50	A product of a <u>date palm</u> , a tree native to Northern Africa and the Middle East. Can be eaten whole as a snack or included in an assortment of raw desserts.
<b>Coconut Sugar</b>	35	Made from the sap of coconut flowers or tubers. It is collected and boiled down to create something resembling light brown sugar, with a milder flavor. It can be purchased in blocks, as soft paste, or in granulated form. Can be used as a concentrated sweetener like brown sugar, or as a sprinkle on fruit or other desserts. Excellent in desserts requiring a granulated sugar.
<b>Coconut Nectar</b>	35	The sap from the coconut blossoms contains an abundant source of amino acids, minerals, vitamin C, broad-spectrum B vitamins, and has a nearly neutral pH.



Sweetener	GI	Description
<b>Barley Malt Syrup</b>	42	Barley malt syrup is considered to be one of the healthiest sweeteners in the natural food industry. Barley malt is made by soaking and sprouting barley to make malt, then combining it with more barley and cooking this mixture until the starch is converted to sugar. The mash is then strained and cooked down to syrup or dried into powder.
<b>Maple Syrup</b>	54	Maple syrup is made from the boiled sap of the maple tree. It takes about five gallons of sap to make a pint of syrup. Maple butter and maple sugar are more highly concentrated than the syrup. Not raw, it has a unique and distinctive flavor and is used by many raw food chefs as an alternative to refined sugar.
<b>Molasses and Muscovado Sugar</b>	55	These are slightly sweet, intensely flavored products that remain after processing of beet sugar. First-press molasses is light in color and flavor. Repeated boiling results in dark blackstrap molasses. Both products add a deep underlying flavor and are popular in cookies, especially oatmeal or ginger and spice cookies. Add just a few tablespoons to give depth to desserts like pumpkin pie. Blackstrap molasses and Muscovado sugar are not raw.
<b>Rapadura</b>	55	Rapadura is an evaporated cane juice. It is not raw, but it is a healthier alternative to white sugar, since it is a whole food. It can replace white or brown sugar in desserts, and is delicious in mock graham-cracker crusts and fruit crisp toppings. This is a higher glycemic concentrated sweetener and should be used sparingly for special occasions.
<b>Raisins</b>	64	Dried grape used in dessert recipes.

Sources: [www.glycemicindex.com](http://www.glycemicindex.com) and [sugar-and-sweetener-guide.com/glycemic-index-for-sweeteners.html](http://sugar-and-sweetener-guide.com/glycemic-index-for-sweeteners.html)

**\*Sweeteners with GI index less than 55 are considered low**  
**Sweeteners with GI index between 55 and 70 are considered medium**  
**Sweeteners with GI index more than 70 are considered high**



*PLEASE NOTE:* At Living Light, we do not advocate dessert as a daily occurrence. It is a celebration food. Yes, we can find something to celebrate each day (and we encourage daily celebration) but there is an abundance of health promoting foods we can celebrate with that do not elevate our blood sugar or encourage our sweet tooth. Yes, we teach chefs how to make amazing, seductive sweet treats, and some even contain cacao and other stimulants, but it is our hope that people will make healthy choices and consider these to be occasional treats. And, whenever possible consider using low glycemic sweeteners to lessen the impact n blood sugar.”



## **List of ingredients in the raw food diet that contain gluten:**

- Kamut
- Rye
- Miso (*gluten-free brands are available*)
- White pepper
- Alcohol-based extracts (read label)
- Ground spices (*may contain flour to prevent clumping*)
- Nama Shoyu
- Sprouted Wheat or Barley



## Hot Raw Chef™ Sweet Valentine Video Recipe Contest Writing Guidelines

**Quality of Recipe counts for 20% of the vote!**  
*This includes originality, creativity, ease of preparation,  
and clarity of your written recipe. Take advantage of the following guidelines.*

### **Title**

This should reflect the dish and include important ingredients and other considerations like nuts, spicy, etc.

### **Yield:**

What you say here will depend on the kind of food the recipe makes. Give the yield either as the number of servings or a range of servings (6 to 8, for instance), amount in cups, number of items, or, in the case of lasagna or other casseroles, the size of the pan. You can use more than one method of measurement if you like (makes one 9-inch pie, 8 servings).

### **Ingredients:**

List ingredients in the order in which they are used in the recipe. (This is a good way for you to double-check that all the ingredients in the instructions are listed before the recipe!)

If giving inexact amounts according to how you'd shop for it (1 head of cabbage, 1 bunch parsley), also give exact amount once the ingredient is prepared for use: 1 head cabbage (6 cups chopped), 1 bunch parsley (1 cup chopped).

Your readers will assume you mean a medium-sized fruit or vegetable unless you specify otherwise.

Avoid the use of brand-name ingredients; keep the ingredient list versatile, so people can make the recipe even if they don't have the specific brand you use. (Brand recommendations are OK, however.)

### **Instructions:**

You may write instructions in paragraph form, or as numbered steps. Be as specific as possible, so your readers can duplicate your results.

Specify the size of mixing bowls and pans, such as small, medium, large. (Some can best be identified in terms of their quart size. For example, a 2-quart mixing bowl.)

Give specific temperatures for dehydrating.



Marinating, soaking and dehydrating times: if it's not appropriate to give an exact amount of time, accompany your approximation with a description of what the results should look like, so people will know when something is completed.

**Guidelines for preparing recipe text:**

Keep all your text left-justified, without using tabs to indent the text the way you think it should look on the page. We will just have to take all those tabs out to prepare the recipes for the Hot Raw Chef™ Sweet Valentine eBook. You can insert extra lines between paragraphs to set them apart, if you'd like, to make for easier editing.

Don't capitalize the names of ingredients in the ingredients list. You can use bold or italic type if you need to for emphasis.

When writing out instructions, use complete sentences. The abbreviated form you often see in newspapers and magazines is simply their way to save space, like "Marinate in bowl for 2 hours before adding mushrooms". It's better to write it as "Marinate the mixture in a bowl for 2 hours before adding the mushrooms. We assume if you use "the" in front of an ingredient in the instructions, you're referring to something you've specified in the ingredient list. If you leave it out, we assume you're talking about an unspecified amount of an optional ingredient: "Top with chopped parsley", as opposed to "Top with the chopped parsley", (that parsley being something you've listed in the ingredients). This seems like a small point, but things like this make the difference between a well edited recipe book and one that is put together in haste.



## **Video Release Form and Release of Liability Agreement**

By entering the Hot Raw Chef™ Sweet Valentine Video Recipe Contest, I give my consent to Living Light International to use my likeness. I consent to the photographing of myself, and the recording of my voice, and the use of photographs and/or recordings singularly or in conjunction with other photographs and /or recordings for advertising, publicity commercial or other business purposes. Also, I give my full release of my submitted recipe to Living Light International to use and distribute in any way they see fit.

I understand that the term "photograph" as used herein encompasses both still photographs and video footage. I further consent to the reproduction and /or authorization by Living Light International to reproduce and use said photographs and recordings of my voice, for use in all domestic and foreign markets. Further, I understand that others, with or without the consent of Living Light International may use and/or reproduce such photographs and recordings. Further, I release from liability and hold harmless Living Light International for any bodily harm, property damage, personal injury, advertising injury, acts of terrorism, natural disaster, theft, loss, cost or expense that arises out of, or is alleged to have occurred, in whole or in part, while participating in events known as retreats, festivals, or workshops with Living Light International and its affiliates.

I hereby release Living Light International, and any of its associated or affiliated companies, their directors, officers, agents, employees, and customers, and appointed advertising agencies, their directors, officers, agents and employees from all claims of every kind.



## Hot Raw Chef™ Sweet Valentine Video Upload Instructions

If you don't already have a YouTube account, you'll need to create one at [youtube.com](http://youtube.com).

Once you've finished editing your video and have made sure it's less than 5 minutes, smaller than 2GB in size, and in an acceptable format, you're now ready to upload it.

### To upload your video:

1. Log into your account and click on the **Upload** link at the top of any YouTube page.
2. Click the **Upload video** button to browse for the video file you'd like to upload to our site. Select the file you want to upload and click **Open**.
3. As the video file is uploading, enter this information about your video in the relevant fields (including Title, Description, Tags, and Category).

Title: Hot Raw Chef -Your Name-Recipe Name.

Description: "Living Light Culinary Institute's Hot Raw Chef Sweet Valentine Video Contest, HotRawChef.com"

Tags: "Hot Raw Chef", "Living Light", "Sweet Valentine Video Contest" (*Please include the quotes*).

Category: Select 'Travel & Events' in the dropdown box.

Privacy: Select the 'Public' radio button.

4. Click the **Save changes** button to save the updates you've made to the video file.
5. Under Sharing Options, select your video URL and copy and save it on your computer. You will need this information for the video submission form.

