



**MAMA SITA'S MGA KUWENTONG PAGKAIN
FILIPINO FOOD STORIES FROM AROUND THE WORLD 2022**

**THEME: "FILIPINO FOOD: THE CUISINE THAT BRINGS EVERYONE TOGETHER,
WHEREVER YOU ARE "**

Official Rules and Complete Mechanics

THE DEADLINE FOR THE SUBMISSION OF ENTRIES IS ON OCTOBER 31, 2022

1. RATIONALE

MGA KUWENTONG PAGKAIN (MKP): FILIPINO FOOD STORIES FROM AROUND THE WORLD is a project of the Mama Sita Foundation (MSF) as a way to preserve and promote our Philippine culinary heritage, echoing the mission of Teresita "Mama Sita" Reyes' advocacy throughout her life. In celebration of the continued success of previous *Mga Kuwentong Pagkain* contests, this contest is now opening entries **to anyone who has a Filipino food story to tell.**

2. OBJECTIVES

The contest aims to:

- A. Gather food heritage stories and recipes from Filipinos, Filipinos in diaspora, and anyone who appreciates the uniqueness of Filipino food. These stories and recipes can feature local ingredients that have been integrated into cooking Filipino food, culinary traditions, or **dishes that have been inspired by Filipino ingredients and cooking techniques.**
- B. Increase awareness of the public on Philippine heirloom food and culinary traditions by publishing and showcasing selected entries on different print and social media channels and in different Mama Sita Foundation initiatives.
- C. Preserve these food stories and recipes by printing selected entries in a book format and publishing all the entries online, creating an heirloom food story bank which the public can access.

3. ELIGIBILITY

- A. All interested persons who have a Filipino food story to tell are eligible to participate.



- a. **Previous *Mga Kuwentong Pagkain* contest winners are eligible to participate**, as long as their submissions are not of previous contest entries.
 - b. Entries that were **written for already completed contests**, but were **not able to win award/s**, are eligible.
- B. Purchase, use, or mention of any Mama Sita's products is not necessary to enter the contest. It will not increase a contestant's chances of winning.**
- C. Non-eligible:**
- a. Employees of Marigold Manufacturing Corporation, Sandpiper Spices and Condiments Corporation, and volunteers of the Mama Sita Foundation;
 - i. These include **partners** and **co-organizers** in different *Mga Kuwentong Pagkain: Pinoy Food Stories* and *Evolution of Philippine Cuisine* events.
 - b. Affiliates and subsidiaries of Marigold Manufacturing Corporation and of the Mama Sita Foundation;
 - c. Immediate family of employees (spouse, parent, child, sibling, and their respective spouses, regardless of where they live); and/or
 - d. Persons living in the same household as mentioned above.

4. TERM/DURATION PERIOD

The contest duration is from **APRIL 4, 2022 to OCTOBER 31, 2022. Thus, all entries must be submitted on or before OCTOBER 31, 2022, at 11:59 PM.**

5. HOW TO JOIN

Contest entries are divided into two (2) categories: **Essays** and **Visual Narratives**.

ESSAYS

- A. Written entries must tell a true story of a particular regional or provincial food heritage—heirloom food or culinary traditions of their hometown.
- B. Entries can be written based on the following guide questions:
 - a. What is the dish/ingredient/tradition called?
 - b. Where did it originate?



- c. What is its culinary tradition?
 - d. How is it prepared?
 - e. Why is it practiced?
 - f. What does the dish symbolize, or represent?
- C. Entries can be accompanied by any of the following:
- a. Photo of dish/ingredient/practice
 - b. Drawing of dish/ingredient/practice
- D. Media used should come from the entrant, and any sourced images must be credited.
- E. Entries can be written in either **Filipino** or **English**.
- a. The use of dialects and other languages are allowed, provided that a translation to Filipino or English is provided.
- F. Entries **must not exceed 1,000 words**.
- G. Save the entry in **.pdf format**.

VISUAL NARRATIVES

- A. Visual entries can come in the form of either of the following:

Video Entries

- a. Video entries **must not exceed 3 minutes in length**.
- b. Footage recorded must be in **landscape orientation**.
- c. Entries can be recorded and edited based on the following guide questions:
 - i. What is the dish/ingredient/tradition called?
 - ii. Where did it originate?
 - iii. What is its culinary tradition?
 - iv. How is it prepared?
 - v. Why is it practiced?
 - vi. What does the dish symbolize, or represent?
- d. Subtitles are encouraged to be edited into the video.
 - i. If subtitles are not available, an audio transcription must be attached along with the entry.
- e. Save videos in **.mp4 or .mov formats**.

Photo Essays



- f. Photo essays must be able to **tell a story through a series of images**, accompanied by text descriptions that help enhance the narrative.
- g. The photo essay must be able to show the entrant's interpretation of the contest's theme.
- h. Alternatively, entrants can create the photo essay based on the following guide questions:
 - i. What is the dish/ingredient/tradition called?
 - ii. Where did it originate?
 - iii. What is its culinary tradition?
 - iv. How is it prepared?
 - v. Why is it practiced?
 - vi. What does the dish symbolize, or represent?
- i. Photos used in the entry can only be taken by the entrant.
 - i. Only **minimal photo editing is allowed**. Prohibited editing includes, but is not limited to, the use of heavy filters, large edits/deviations from the original photo, the excessive use of black and white photography).
- j. **At least two (2) photos** must accompany the essay.
- k. Text that accompanies each photo **must not exceed 150 words**.
- l. Save the entry in **.pdf format**.

Do not forget to acknowledge and cite (using any of the recognized citation formats) sources of borrowed photos, visuals, articles, quotes, books, publications, and artifacts. **Plagiarism results in automatic disqualification of the entrant.**

6. SUBMISSION GUIDELINES

- A. Go to **<https://tinyurl.com/MKP2022Form>**.
- B. Download the submission templates provided in the form, appropriate to the category you are submitting. **Submission specifics are indicated in the entry form template.**
- C. Duly accomplish the entry form by inputting all information required. **Incomplete forms will not be processed.**
- D. Entrants **below 18 years of age** must have their form submitted by their parent/s and/or legal guardian/s at the end of the submission form.
- E. Entrants can submit more than one entry.
 - a. Due to restrictions with the platform for collecting entries, entrants



will have to submit a different form if they plan on submitting multiple entries for the same category.

- F. MSF reserves the right to ask for further verification of identification from entrants.

7. JUDGING

- A. Entries will be judged based on their category, on a scale with corresponding metrics:

ESSAY

- A. **Significance of feature in Philippine Cuisine** – highlights a **unique insight or detail** or culture in Philippine foodways
- B. **Effectiveness of the narration** – **novel** or **fluid** writing style, **clarity** and **timing** of the narration
- C. **Relevance to theme** - the entry embodies the **overall theme** of the contest—being able to bring everyone together with Filipino cuisine.

VISUAL NARRATIVES

- A. **Significance of feature in Philippine Cuisine** – highlights a **unique insight or detail** or culture in Philippine foodways
 - B. **Effectiveness of the narration** – **novel** or **fluid** writing style, **clarity**, and **timing** of the narration
 - C. **Effectiveness of visual communication** - the entry was able to deliver the theme or central message clearly through visual means.
 - D. **Relevance to Theme** - the entry embodies the **overall theme** of the contest—being able to bring everyone together with Filipino cuisine.
- B. There will be two phases of judging: Preliminary and Final Judging.
 - a. There will be a panel of reliable and knowledgeable judges who will evaluate all qualified entries using the set of criteria.
 - b. There will be a different set of judges for both Preliminary and Final Judging.
 - c. There will be different sets of judges for the Essay and Visual



Categories.

- C. The decision of the Mama Sita Foundation and the judges is final and irrevocable.

8. CONTEST PRIZES

- A. There will be awards given to the entries, based on the judging criteria.
- a. Essay Awards
 - i. *Pinilakang Palayok: Best overall Essay entry - ₱20,000*
 - ii. *Sorpresang Sangkap: The unique, witty, or original Essay entry - ₱10,000*
 - iii. *Lakbay-Lasa: To foreigners who are Filipinos-at-heart - ₱10,000*
 - b. Visual Narratives Awards
 - i. *Pinilakang Palayok: Best overall Visual Narrative entry - ₱20,000*
 - ii. *Sorpresang Sangkap: The unique, witty, or original Visual Narratives entry - ₱10,000*
 - iii. *Lakbay-Lasa: To foreigners who are Filipinos-at-heart - ₱10,000*
- B. Other entries with merit will receive a Special Citation and gift items from the Mama Sita Foundation.

9. IMPORTANT

- A. No prize transfer, assignment, or substitution by winners is permitted. In the event of unavailability, Mama Sita reserves the right to substitute prizes of equal monetary value, determined by Mama Sita's reasonable discretion.
- B. Should a winner make any false statement(s) in any of the documents referenced herein, the winner will be required to promptly return to Mama Sita his/her prize, or the cash value thereof.

10. ENTRANT LICENSES/RELEASES

- A. The Mama Sita Foundation is granted a royalty-free, irrevocable, perpetual, and non-exclusive license to reproduce, distribute, display, and create derivative works of the entries submitted (along with a name credit) in connection to the contest and its promotion in any media.



- B. Entrants (as well as respective parents or legal guardians of those below 18) further hereby waive all moral rights or intellectual property rights. Thus, Mama Sita will not be required to pay any additional consideration or seek any additional approval in connection with using the submitted entries for any purpose.

11. THIRD-PARTY RELEASES

- A. Entrants are responsible for obtaining, prior to the submission of entries, any and all releases and consents necessary to permit the exhibition and use of the entry set forth in the Official Rules without additional compensation.
- a. The signature of parents should be submitted for any person appearing below legal age.
- B. Upon the Mama Sita Foundation's request, each entrant must be prepared to submit signed releases and/or licenses from all persons who appear in the entry, from copyright owner of any artwork or other copyrighted material that appears in the entry, and from owners of private properties, authorizing the Mama Sita Foundation to reproduce, display, and create derivative works from the entries in connection with the Contest and for the promotion of the Contest, in any media now or hereafter known, including, but not limited to: display at a potential exhibition of winners; publication of a book featuring select entries in the Contest.

12. LIMITATION OF LIABILITY

By participating, entrants (and their parents or legal guardians) agree to release, discharge, and hold harmless Mama Sita, its partners, affiliates, subsidiaries, agents, and their employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in this Contest or any Contest-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder.

13. ANNOUNCEMENTS AND UPDATES

- A. Announcements and updates regarding the contest will be made via:
- a. MKP Official Facebook Page
(<https://www.facebook.com/MgaKuwentongPagkain/>)
- b. Website: www.mamasitafoundation.com, www.msita.com,
www.mamasitas.com



- c. Media and/or press releases
- d. Email

14. CONDITIONS

- A. Entries are void if the Mama Sita Foundation determines the entry as not original, or if the entries are illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error, or obtained through fraud or theft.
- B. Entrants also agree:
 - a. To be bound by these Official Rules;
 - b. That the decisions of the judges are final on all matters relating to the Contest; and
 - c. That the Mama Sita Foundation may use the winning entry and each winner's name, photograph, likeness, and/or voice in any publicity/advertising material or future promotions relating to the Contest without compensation or approval.
- C. In the event that the selected winner/s of any prize is/are ineligible or refuses the prize, the prize will be forfeited and the Mama Sita Foundation, in its sole discretion, may choose whether to award the prize to another winner.

--NOTHING FOLLOWS--