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What Flavor Are You Today? Contest

Frequently Asked Questions

What is the What Flavor Are You Today? Contest?

The *What Flavor Are You Today?* Contest is Culver's® way of helping guests celebrate their individuality and their love of Culver's fresh frozen custard. Culver's is inviting guests to express their flavor personalities and share with the world what makes them unique and deliciously different. Culver's has two fun ways consumers can enter the WFAYT Contest. One way is by making an original video of one-minute or less that tells Culver's about a favorite flavor and how it fits the entrant's personality, mood or occasion for enjoyment. A second way is by creating and naming an original flavor (either a sundae or Concrete Mixer) starting with Culver's fresh, frozen custard and using up to three tasty combinations from more than 30 types of nuts, fruit and candy toppings.

How do guests enter the contest?

Entries must be made at www.myflavortoday.com or by following the links on www.culvers.com. Guests can enter the video contest, the original flavor contest or both as many times as they'd like, as long as each entry represents an original submission.

Who can enter the contest?

The original flavor contest is open to anyone 14 years of age or older. The video contest is open

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to anyone 18 years of age or older. No purchase is necessary to enter. The official rules for the contest are available at www.myflavortoday.com.

What is the deadline for entries?

The contest will start on June 21. Entries for the What Flavor Are You Today? Contest will be accepted through July 27.

How will the winners be selected?

Prior to an online voting phase, a panel of judges (including co-founders Craig and Lea Culver) will narrow the field to as many as six original flavor entries and up to five video entries. These finalists will be selected based on their originality and creativity and announced on July 31.

Ultimately, online voting will determine the prize winners in both the original flavor and video contests. The original flavor and the video receiving the most online votes between Aug. 6 and Aug. 17 will win.

What prizes will be awarded?

Both the original flavor and the video receiving the most online votes will win a \$1,000 Frozen Custard Treat Spree. The prize winner of the video contest will also win a chance to appear in a Culver's TV commercial, and the winner of the original flavor contest will have his/her original treat served in participating Culver's restaurants on Labor Day. Up to six finalists in the original flavor contest and up to five finalists in the video contest will receive coupons good for either 30 sundaes or 30 Concrete Mixers. In addition, everyone who enters the What Flavor Are You Today? Contest will receive a complimentary single-scoop coupon through Culver's Preferred Guest eClub.

Where can votes be cast for the What Flavor Are You Today? Contest?

A two-week voting phase to vote online for the best original flavor entries and videos will begin Aug. 6 through Aug. 17. Go to www.myflavortoday.com and follow the links to vote.

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