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## **Calling All Creative Cooks! Develop a Delectable Chicken Recipe and Win a Trip to France**

ATLANTA, Feb. 15 /PRNewswire-FirstCall/ -- Creative cooks should act now to enter their most original chicken recipes in the 19th Annual Winning Taste Recipe Contest® before the April 30, 2007 entry deadline. The top six entrants will receive more than \$50,000 in cash and prizes.

This year's grand prize includes an unforgettable week-long trip to discover all that is Provence, France. While staying in the comfort of an 18th century restored guesthouse, the grand prize winner and three guests will explore the picturesque scenery, tradition and history of Luberon, Goult and spend the afternoons with renowned Chef Patrick Payet as he shares some secrets of Provençal cuisine. Other prizes for the six winners include Fire Magic® gourmet grills, cookware from SCANPAN®, cutlery from J.A. Henckels® and cash.

Original recipes using fresh chicken are being accepted in five categories: 1) Appetizer/Snack; 2) Main Dish/Entree; 3) Light Eating; 4) Grilling; and 5) Quick and Easy. Recipes will be judged on taste, originality, ease of preparation and appearance. The six winners will be announced in June. Complete contest rules, an on-line entry form, prize packages and previous winning recipes are available at <http://www.winningtasterecipe.com> or by writing to WTRC, P.O. Box 2210, Atlanta, GA 30301.

The Winning Taste Recipe Contest®, which now is being conducted by Pilgrim's Pride Corporation (NYSE: PPC), was created in 1989 to promote and encourage creative cooking with fresh chicken. During the past 18 years, the contest has rewarded winning cooks from across the country with more than \$550,000 in cash and merchandise.

### About Pilgrim's Pride Corporation

Pilgrim's Pride Corporation is the largest chicken company in the United States and Puerto Rico and the second-largest in Mexico. Pilgrim's Pride employs approximately 56,500 people and operates 37 processing and 12 prepared-foods facilities, with major operations in Texas, Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, North Carolina, Pennsylvania, South Carolina, Tennessee, Virginia, West Virginia, Mexico and Puerto Rico as well as other facilities in Arizona, Iowa, Mississippi, Ohio and Utah.

Pilgrim's Pride products are sold to foodservice, retail and frozen entree customers. The Company's primary distribution is through retailers, foodservice distributors and restaurants throughout the United States and Puerto Rico and in the Northern and Central regions of Mexico. For more information, please visit <http://www.pilgrimspride.com>.

### **Media Contact**

#### **Cameron Bruett**

Communications

Phone: +1 970.506.7801 | Email: [cameron.bruett@jbssa.com](mailto:cameron.bruett@jbssa.com)