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Search Begins for the Nation's Most Delicious Chicken Recipes in the 21st Annual Winning Taste Recipe Contest(R)

PITTSBURG, Texas, July 10 /PRNewswire-FirstCall/ -- Creative cooks should act now to enter their original chicken recipes in the 21st Annual Winning Taste Recipe Contest® before the September 30, 2009, entry deadline. Four lucky winners will receive cash and prizes in excess of \$6,000.

Original chicken recipes using Pilgrim's Pride fresh chicken or prepared foods chicken product are being accepted in five categories: 1) Appetizer/Snack; 2) Main Dish/Entree; 3) Light/Healthy; 4) Grilling; and 5) Quick & Easy. Recipes will be judged on taste, originality, ease of preparation and appearance. Winners will be announced in December. Complete contest rules, prizes and a 20-year winning recipe archive are available at www.winningtasterecipe.com. Cooks may enter their recipes on-line or by mailing their recipes to 2009 WTRC, 244 Perimeter Center Parkway, N.E., Atlanta, Ga., 30346.

The Winning Taste Recipe Contest® was created to promote and encourage creative cooking with chicken. It is one of the nation's longest running and most widely recognized chicken cooking contests. Pilgrim's Pride Corporation conducts the contest, which has awarded more than \$600,000 in cash and merchandise to amateur cooks across the nation.

Follow the contest at twitter.com/winningtaste.

About Pilgrim's Pride

Pilgrim's Pride Corporation employs approximately 41,000 people and operates chicken processing plants and prepared-foods facilities in 14 states, Puerto Rico and Mexico. The Company's primary distribution is through retailers and foodservice distributors. For more information, please visit <http://www.pilgrimspride.com>.

SOURCE Pilgrim's Pride Corporation

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