

ARE YOU A MASTER BAKER OR DISASTER BAKER? CONTEST & GIVEAWAY ANNOUNCEMENT

Welcome to my latest contest and giveaway: "Are you a Master or a Disaster Baker?" Let's find out!

*Self-proclaimed "Disaster Baker" Rebecka Evans hosts this bake along contest and giveaway. TV personality www.passionforbaking.com Manuela Kjeilen will be handpicking 6 recipes for the competition. One lucky first place winner will walk away with a [Ankarsrum USA](#) stand mixer and second place will receive *The Baking Book*, written by *Passion for Baking's* Manuela Kjeilen. Are you ready to take the challenge?*



All photos curtesy of passionforbaking.com Lise Sternersen and created by Manuela Kjeilen,

A Photo of Manuela Kjeilen – Norwegian born award-winning blogger, "Master Home Baker," and my inspiration for this challenge.

Manuela is as beautiful on the inside as she is on the outside. She is the writer, baker, and photographer behind passionforbaking.com [Manuela's goal is] "to inspire you to bake and just have fun in the kitchen."

I met Manuela for the first time in November 2015 at the First Annual [World Food](#)

Championships Blogger Summit in Orlando, Florida; where she was one of the Summits keynote speakers. Manuela shared her story and expressed her passion for baking. During the time we spent at the Summit, I assisted Manuela impromptu at one of her cooking demos and we quickly became friends. It's amazing how cooking can bring people together.

I learned that Manuela's life story was filled with disappointments and adversity; and I was inspired by her ability to heal and show grace. Months before Manuela began her baking blog, her husband suffered a severe stroke. Manuela's family lost everything, including the business her husband worked painstakingly to build. Manuel turned her passion for baking into a business to provide for her family by posting photos of her beautifully baked desserts to Facebook; eventually leading to her decision to start a blog in March of 2010. It says a lot about Manuela's character, especially as a women that did not graduate high school and suffers from dyslexia, to overcome adversity and use her strength and constant faith to build a successful business for the purpose of providing for her family.

Passion for Baking



*All photos curtesy of
passionforbaking.com Lise Sternersen and
created by Manuela Kjelian,*

Although she started her business in the midst of caring for her husband and family, she found comfort in baking. Manuela enlisted help as she started her blog, as a friend corrected her spelling and helped her with posts. Manuela also asked her growing fan-base

for feedback and input. Manuela even visited neighbors, proposing that if they brought eggs and flour she could bake something for them to feature on her blog. When Manuela speaks of her road to success, she explains how she managed the struggle of providing for her family: "Taking one day at a time, I kept going forward and one year later I received an award for Norway's most BELOVED BLOGGER". Since that time Manuela was offered a book deal and her first cookbook, *Love, Manuela*, is the namesake for this contest. Manuela has also published eight books, and her TV show, *Manuela's Sweet Temptations*, is a huge success in Norway.

Source: "[The Baking Book](#)" [Love Manuela](#)

I am blessed to have met Manuela 4 years ago, and I'm proud to call her my friend. I hope to do her recipes justice as I take on the difficult challenge of baking like Manuela.

Things You Should Know About Me:

I am an award winning home-cook and a self proclaimed DISASTER baker!

As a savory cook, I enjoy adding a pinch of one thing and a pinch of something else, which doesn't work so well in baking because you're supposed to measure every ingredient perfectly. I'm impatient! I hate waiting for a cake to bake all the while I'm opening and closing the oven just to get a peek at my creation. Therefore due to a lack of self control, I almost always end up eating what I've baked without allowing it to cool long enough to get the darn thing frosted. I also struggle with the patience and artistry required to decorate a beautiful cake. I have been known to make a delicious pie, and I have a few go-to deserts I make on a regular basis, but those are easy to make because I have mastered those recipes. However as Manuela says, "Practice, practice, practice!" The more you bake the more you learn." So that's my plan! I intend to challenge myself and aspire to succeed in the same way Manuela thrived and excelled until she became the wonderful woman I know today.

I hope you will join me and challenge yourself too!

Who Can Enter?

This Contest and Giveaway series is not just for challenged bakers like me, everyone is invited to bake along and for the chance to win the most amazing mixer... EVER!

Grand Prize:

Ankarsrum Original USA Mixer, Total Value \$700.00 (See Photo Below)



Photo by Ankarsrum Original USA

The winner may choose whatever color they like as the basic package includes a 7L stainless steel bowl, 3.5L double whisk bowl assembly (bowl, whisks, head gear, and shaft), dough hook roller, scraper, spatula, dust cover/accessory bowl, cookie beaters, instructional DVD, and an owners manual. Not to mention, the mixer comes with a 7 year warranty on the motor base, and a 1 year warranty on attachments.

Second Place:

Winnings amount to a total value of \$55.00 – *Love, Manuela: The Baking Book*. If you can't wait for the giveaway, then head over to [Passion for Baking Gift Shop](#) and buy yourself a copy – you're gonna love it!



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created by Manuela Kjelien,

Each recipe has been hand picked by TV personality and award-winning food blogger Manuela Kjeilen. Each week prior to the submission deadline (1st and 15th of each month), I will post the next recipe in the contest series with a corresponding photo of Manuela's stunning creation; giving you a week to bake and photograph your "Master or Disaster" piece. I will also post a photo of my re-creation of the same dish with some personal notes of my baking experience. Hold on tight, because this could get ugly!

The Challenge:

Bake 6 recipes, one recipe every other week, chosen personally by Manuela. This series is my effort to encourage non-bakers, myself included, to step outside their comfort zone and learn a new skill set in the kitchen. Even an award-winning home cook like me needs to practice to be a better baker.

You are required to bake each recipe and post a photo of your completed dish to the WOOBOX link to be considered for the Grand Prize – Ankarsrum Mixer.

Anyone that links 3 or more recipe photos will be eligible for a random drawing to win Second Place – The *Love Manuela Baking Cookbook*.

List of Recipes Handpicked by Manuela:

Manuela reached out to me to share some of her favorite recipes to be used for this challenge:

“Hi Rebecka, hope all is well? I have picked recipes that I really love, I love all my recipe but these are some of my favorites.” – Love Manuela Kjeilen

The “favorite” recipes given to me by Manuela are listed below:

1. Mocha Meringues Ice Cream Cake
2. Norwegian Bløtekake
3. Vanilla Cupcake
4. Macarons
5. Norwegian Sweet Bun
6. Classic Budapest Roll

Thank you Manuela for this amazing list of handpicked recipes! I love the diversity of the recipes you have chosen to represent your passion for baking and Norway.

Side Note – I’ve only baked one item on the list: cupcakes! I’m both thrilled and nervous as I look at the challenge ahead. I’m excited to get in the kitchen and bake, however I am anxious about replicating these amazing recipes!

Rules:

- All participants are required to bake **ALL** 6 recipes in the series to be considered for the Grand Prize Ankarsrum Mixer by posting a photo of their completed recipe on <http://athomewithrebecka> WOOBOX link by the deadline. No deviation from the assigned recipes is permitted.
- A photo of your completed recipe is due the 1st and 15th of each month by midnight CST
- The first recipe in the series will be announced a week prior to the deadline beginning June 24th on <http://athomewithrebecka.com> website and all *At Home with Rebecka* corresponding social media sites. The same format will be followed with each consecutive recipe in the series, announced the week before it is due. (See submission dates timeline below)
- The Grand Prize winner (only those that enter all 6 recipes) will be chosen at random in a drawing generated by *Woobox Sweepstakes*
 - *Why a random drawing?* This contest is designed for everyone! “Master Baker” and “Disaster Baker” alike are challenged to bake like Manuela and post a photo of their attempt at her masterful creations. ~~It’s~~ This challenge is all about committing to the challenge and trying your best no matter how it turns out.
- The Second Place Winner will be chosen in a random drawing.
- In order to be considered for the Second Place prize, contestants are required to submit

at least 3 recipe photos during the contest period. Any 3 photos submitted during the contest will qualify but no deviation from the assigned recipes is permitted.

- Winners will be announced between October 1-5, 2018
- Grand prize valued at \$700.00 US Dollars
- Second place prize valued at \$55.00 US Dollars
- Open to US Residents only
- Share the contest on your social networks
- Participants are encouraged to LIKE and FOLLOW

Facebook: [athomewithrebecka](#)

Instagram: [athomewithrebecka](#)

Website: [At Home with Rebecka](#)

Facebook: [Ankarsrum Original USA](#)

Website: [Ashley McCord-Ankarsrum Original USA](#)

Instagram: [Ankarsrum](#)

Facebook: [Passion For Baking](#)

Instagram: [Passion for Baking](#)

Website: [Passion for Baking](#)

*CONTEST STARTS ON JUNE 24, 2018 (NEXT WEEK). I will be posting RECIPE #1 with detailed instructions and photos. YOUR PHOTO FOR THE FIRST RECIPE IN THE SERIES IS DUE BY MIDNIGHT CST ON JULY 1, 2018.

I'd like to give a special thanks to Ankarsrum Original USA and Ashley McCord for sponsoring the contest; I'm blessed by their partnership and sponsorship! I am also grateful for Manuela's willingness as she has allowed me to share her recipes.

Now it's your turn to post your "Master or Disaster" piece.

CONTEST TIMELINE:

June 18, 2018 Initial Rules and Information Post

June 24, 2018 First recipe in the series (Recipe #1)

July 1, 2018 First Recipe Due Midnight CST

July 8, 2018 Second Recipe in the series (Recipe #2)

July 15, 2018 Second Recipe Due Midnight CST

July 22, 2018 Third Recipe in the series (Recipe #3)

August 1, 2018 Third Recipe Due Midnight CST

August 5, 2018 Fourth recipe in the series (Recipe #4)

August 15, 2018 Fourth Recipe Due Midnight CST

August 19, 2018 Fifth Recipe in series (Recipe #5)

September 1, 2018 Fifth Recipe Due Midnight CST

September 9, 2018 Sixth Recipe in series (Recipe #6)

September 15, 2018 Sixth Recipe Due Midnight CST

Legal:

This contest is only open to residents of the United States and Canada who are at least 18 years old. Recipes must be your originals, though they may be previously published by you elsewhere. You are responsible for any claims of plagiarism or other claims of inappropriate credit, which will invalidate your entry. The copyright for your entry shall remain your property, but your submission to the contest constitutes your irrevocable and perpetual permission and consent to use, reproduce, publish, transmit, distribute, adapt, or display your entry and name for any purpose, including but not limited to editorial, advertising, trade, commercial, and publicity purposes, in any and all media. This is a random drawing, eligibility for Grand Prize contestants required to enter all 6 recipes in the WOBOX photo challenge. Second place is also Random, eligibility post 3 photos in the contest series. All federal, state and/or local income and other taxes, if any, are the winner's sole responsibility. No prize or any portion thereof is transferable or redeemable for cash. This contest is subject to all applicable federal, state, and local laws and regulations.