



**2018 PRODUCT DEVELOPMENT REGISTRATION FORM**

**How to Register:**

Each Team must fill out the registration form and submit via e-mail to Coordinator, Product Development Committee by **Friday March 2<sup>nd</sup>, 2018**. E-mail: [abovellbenjamin@tuskegee.edu](mailto:abovellbenjamin@tuskegee.edu)

PLEASE TYPE OR PRINT CLEARLY

Product Concept Title:

Educational Institution:

Address:

Team Name(s):

Team Member Email:

City:

State:

Zip:

1.

Team Leader's Name:

2.

Team Leader's Cell Phone:

3.

Team Leader's Email:

4.

Team Leader's Signature & Date:

5.

*By submitting this entry and signing this entry form, team agrees to comply with all contest rules, of the South Eastern IFT and warrants that the product concept submitted is their original work.*

Registration forms must be received by **March 2<sup>nd</sup>, 2018**. Any form received after that date will not be accepted. Designate a Team Lead to serve as the contact person and to receive the award on behalf of the Team. The maximum number of teams from each University is **two**. **However, only one award per University will be granted.**

The written product proposal (PDF) must be e-mailed to the Coordinator of the Product Development Committee

Adelia Bovell-Benjamin ([abovellbenjamin@tuskegee.edu](mailto:abovellbenjamin@tuskegee.edu)) by **March 30, 2018**.

Winners will be announced at the Southeastern IFT Spring meeting at

Auburn University, Alabama on **April 5<sup>th</sup>, 2018**.

Competition rules are given below.

## 2018 Product Development Competition Rules

Registration Deadline: **March 2, 2018**

### Eligibility

- Entrants must be a student during the 2017-18 academic year at a 4 year accredited college with a declared major in food science or related major. Must be a student member of the Institute of Food Technologists and the South Eastern Section IFT. (Alabama A&M, Auburn, Clemson, Tuskegee, and the University of Georgia).
- All team members (consisting of all undergraduates or a mix of undergraduates and graduates) must attend the same university/school. Only one entry per team.
- Preliminary scores will be given based on the proposal screening of the project report.
- **All Teams will be notified to give a 10-minute presentation (7 minutes talk, 3 minutes questions) to jurors at Auburn University, Alabama on **April 5<sup>th</sup>, 2018.****
- Only one winner per university will be selected.
- Teams must designate a "Team Leader" to act and to receive any award on behalf of their Team.
- Professors and other outside sources may be consulted for reference, but not be a major contributor to the work.

### How to Enter

1. Fill out entry form and email to: [abovellbenjamin@tuskegee.edu](mailto:abovellbenjamin@tuskegee.edu) by **March 2<sup>nd</sup>, 2018**
2. **Develop a new, non-alcoholic, "cold beverage with benefits" product** using ingredients of your choice.
3. Bring enough samples of your product for sampling and tasting (six judges), including assembly and preparation instructions on the day of the presentation. **April 5, 2018.** If perishable, be sure to store the product in appropriate conditions for tasting by competition judges.
4. Electronic version (PDF/Microsoft Word compatible) of your written proposal must be received no later than **March 30, 2018:** [abovellbenjamin@tuskegee.edu](mailto:abovellbenjamin@tuskegee.edu)

### Seed Money

- The sum of up to \$100 will be available to all approved Teams participating in the competition

### Written Proposal Specifications

- Executive Summary
- Report is not to exceed 15 pages, excluding references, participant listing and verification letters.
- Font Type: Times New Roman 12 with line spacing: 1.5

The written proposal must include, but not limited to, the following components:

- Product Description
- Ingredient List
- Formulation and Development Criteria
- Process Flow Diagram
- Nutrition Facts Panel

- Shelf Life and Food Safety Plan
- Consumer Acceptability, Cost and Marketability Strategy
- Photos of Product and Stages of Developmental Process
- References

**Concept Sheet** - must be TYPED in full (include full ingredient and nutritional statements) and sent in with your proposal. This sheet will be provided to the on-site judges with a brief snapshot of your entire concept

**Executive Summary** - Summarize the highlights of your report. Put emphasis on uniqueness and marketability. This summary is important as the final judging is based on this portion of your report and tasting of the product.

**Prototype** - Include photos of product - preferably digital (800x1200 pixels)

**References** - List references as endnotes on a separate page at the end of the report using Journal of Food Science citation style.

### Judging Criteria

Pre-selection Scores

Scores will be given based on the proposals received.

Final Selection

The Teams will then be judged at the **Spring Meeting (April 5<sup>th</sup>)** using the points below:

### Product Presentation and Taste Judging Criteria

New product presentation by team	50
Sensory testing	50
Written proposal	100
Finalist – Total Points Possible	200

\* Originality requires that all concepts submitted have been kept confidential and have not been disclosed, discussed or disseminated publicly. Winners will be determined by total points earned.

### Judging Evaluation

- Judges will have diversified background with heavy emphasis on new product development.
- All evaluations shall remain confidential. Judges' decisions are final in all matters relating to the competition.
- Only one award per university will be granted.

### Assignment of Rights

Entry into the competition constitutes agreement by the participating Team members to the following conditions:

- Use of participant's name, likeness, images and voice for all advertising and publicity of the Contest.
- Participant cooperation in any requested press interviews.
- Keeping the concept, report and all information regarding the submission confidential

### Award

- First place: \$1,000
- Second place: \$ 750
- Third place: \$ 500
- Winners will be announced at the SEIFT Spring Meeting at

Auburn University, Alabama on **Thursday April 5<sup>th</sup>, 2018**

- **The Team Leader must be present at the SEIFT Spring Meeting to receive the award.**
- Any award to a Team shall be divided equally among the team members listed on the entry form or final report.
- Taxes on awards are the sole responsibility of the winner(s).

#### **Award Presentation**

- Winners will be announced at the April 5<sup>th</sup>, 2018 awards ceremony and posted on the South Eastern Section IFT website.

**Registration forms received after  
March 2<sup>nd</sup>, 2018 will not be accepted**

**Written proposals must be received by  
March 30<sup>th</sup>, 2018**



**Product Theme**

***“COLD BEVERAGE WITH BENEFITS”***