



## The 6<sup>th</sup> Annual Ocean Spray Cranberries, Inc. Student Product Development Competition

The objective of this competition is to develop a new food or beverage product that appeals to Gen Z consumers by minimizing sugar and practicing upcycling to advance sustainable manufacturing.

**Theme:** Create new Ocean Spray® Gen Z fans by transforming our portfolio healthy and wasting less for a better future.

**The Challenge:** Cranberry processing to manufacture juice and sweetened dried cranberries (SDCs) produces significant byproduct steams, including presscake, SDC fines, and low color cranberry juice concentrate. Upcycling these materials by using them to produce additional products will help the environment by reducing waste while creating value for the cooperative. For this competition, participants will be challenged to create a Gen Z-oriented food or beverage concept using these upcycled materials with less than 7 grams of added sugar per 100 grams of product. Entries will be evaluated based on product originality, cranberry content, technical feasibility, and marketability of the product.

**The Trend:** Consumers, especially younger ones like the rising Gen Z, continue to be attracted to healthier, lower sugar foods. The desire to help the environment also continues to rise; consumers increasingly engage in sustainable practices like recycling and prefer product manufacturers that do the same.

**Target Audience:** Your product should target Gen Z consumers who seek healthier products that are less harmful for the environment while still delivering on flavor and nutrition.

About Gen Z:

- Born in the mid-1990s or later
- Close to 30% of population by 2020
- Health & Wellness is a way of life to them. Physical health, emotional health and the health of the environment are all part of their view of health & wellness.
- Digital natives; this generation uses technological tools to research products and companies before making purchases.
- They are outspoken and setting out to make a positive impact!

