



# The 10<sup>th</sup> Annual Ocean Spray Cranberries, Inc. Student Product Development Competition Rules and Regulations

## BACKGROUND

Ocean Spray Cranberries, Inc. product development competition is designed to challenge and encourage creativity using our favorite superfruit – the cranberry! With powerful nutrients and well-documented health benefits, the cranberry can play an important role in a balanced diet and healthy lifestyle.

“As a farmer-owned agricultural cooperative and globally recognized brand, we have a unique and wonderful opportunity to make a lasting and positive difference across the world. **Connecting Our Farms to Families for a Better Life** is more than just a company purpose statement—it’s the foundation for our strategic direction, shaping who we are, and want to be, as an organization.”

– Tom Hayes, President and CEO.

## COMPETITION OVERVIEW

Submissions must consist of a completed preliminary proposal for a food or beverage product that meets the competition objective. The Student Competition Committee will evaluate these submissions, and notify teams. Chosen teams will move to a second phase where they will receive Ocean Spray ingredients and submit a product submission form. A panel of Ocean Spray judges from the organization will evaluate the product submissions. Finalist teams will be selected and asked to write a final report, a marketing video, conduct a presentation at a virtual/in-person Ocean Spray Cranberries, Inc. event and sample their prototypes.

## ELIGIBILITY

1. Participants must be 18 years or older and enrolled full-time in an undergraduate or graduate Food Science or related program at a U.S. Or Canada university.
2. There may be multiple team submissions per university; however, only one (1) team per university will be selected as a Finalist.
3. Team members are only allowed to participate on one (1) team.
4. All team members must all be enrolled at the same university.
5. A team may not exceed five (5) members, including one (1) team captain.
6. Only participants who have signed and submitted an entry form may participate.
7. Only one (1) entry may be submitted per team.
8. Faculty and Staff must serve as Faculty Sponsors but may not contribute to the concept or prototypes.
9. Participants **and** Faculty Sponsors must read and sign the entry form to confirm eligibility of the student, affirm that the product concept to be submitted will be their team’s original work, and that all rights, title and interest, including but not limited to any intellectual property rights, to such concepts are hereby assigned to Ocean Spray Cranberries, Inc.



10. Neither participants nor their immediate family members (parents, children, siblings, spouses, etc.) can be affiliated with Ocean Spray Cranberries, Inc.

## IMPORTANT DATES

Stage of Competition	Item / Activity	Date
<b>Intent to Participate</b>	Student Product Development Entry Form	October 10 <sup>th</sup> , 2023
<b>Competition Stage 1</b>	Preliminary Proposal	November 3 <sup>rd</sup> , 2023
	Advancing Teams Announced	November 10 <sup>th</sup> , 2023
<b>Competition Stage 2</b>	Product Submission Form & Pictures Due	February 2 <sup>nd</sup> , 2024
	Finalists Announced	March 1 <sup>st</sup> , 2024
<b>Competition Stage 3</b>	Finalist Presentations, Tasting Samples, Reports & Marketing Videos Due	TBD
	Ocean Spray Cranberries, Inc. Student Product Development Competition Finals	<b>End of April 2024</b>

## INTENT TO PARTICIPATE:

How to Enter:

1. All team members must read, complete, and sign the entry form located on the Ocean Spray® Student Product Development Website/Portal. Only students who have registered with the team may contribute to the project.
2. Each team must designate one (1) member as team captain. The team captain will be the primary point of contact throughout the process and will be responsible for accepting any award granted to the team.
3. Please complete the entry form on the Ocean Spray® Student PD Competition Website/Portal no later than 11:59 pm EST on the date identified above.
4. Each entry will be acknowledged by Ocean Spray team within a couple of weeks. Please reach out to the PD competition committee.
5. Once submitted, teams may begin working on their Preliminary Proposal. Teams do not need to wait for communication.



## **COMPETITION STAGE 1:**

### **Application**

Teams must submit their preliminary proposal in PDF format via the Ocean Spray® Student PD Competition Website/Portal no later than 11:59 pm EST on the date identified above.

The form will be located on the Ocean Spray Student Product Development Competition Website/Portal.

### **Preliminary Written Proposal**

1. The file name must be in the following format (without quotes): "Product Name.pdf".
2. The preliminary proposal is limited to three (3) pages or less, not including the following mandatory pages: one (1) title page, one (1) page for a photograph or visual illustration of the product, one (1) appendix page used at the discretion of the contestants, and reference page(s).
3. The report must be typed, double-spaced, a minimum of 11-point Times New Roman font, with 1" margins. All text and figures must be on 8.5 × 11.0" sized pages.
4. There is no specific required format for the title page, though it should include the Product Name, University, Team Members and date of the proposal to be submitted.
5. When submitting the preliminary proposal via the submission portal on the Ocean Spray PD Competition Website, teams must provide the following information when prompted by the submission form:
  - a. Name of the institution (i.e. university or school), name of product entry (i.e. proposal title), as well as the team captains name and contact information.
6. References: All references cited within the proposal should be included at the end of the proposal.

### **Judging**

Proposals should be targeted to Ocean Spray employees (R&D, process engineers, Quality, Marketing, etc.). Your goal is to pitch a new product to them in order to move on to the next stage of development. Scoring will be determined by the Competition Committee Members.

Each proposal will be scored on a basis of 100 points, with the points to be distributed as shown here:

<b>Preliminary Proposal Evaluations</b>	<b>100 points total</b>
Rendered Image(s)	10 points
Product description	20 points
Process description & feasibility	20 points
Safety & Quality Considerations and Shelf Life	20 points
Ocean Spray Fit & Marketability	20 points



Judges will select a maximum of ten (10) teams to move to Stage 2. Those participants will be notified of their status by November 10<sup>th</sup>, 2023.

## **COMPETITION STAGE 2:**

PRODUCT DEVELOPMENT, PRODUCT SUBMISSION FORM WITH FACULTY SPONSOR, AND SELECTION OF FINALISTS

### **A) DEVELOP A PRODUCT**

The participants are challenged with developing a product for consumers, highlighting Ocean Spray's current ingredient catalog. Below are the specific guardrails for this year's theme. The developed product:

- Must utilize one or more ingredients from Ocean Spray's ingredient portfolio.  
<https://www.oceanspray.com/en/Ingredients/Products>
- Should aim to be creative, delicious, and fit within Ocean Spray's vision, mission and values.  
<https://www.oceanspray.com/Our-Purpose>
- Consider manufacturing and technical feasibility and explain why first-time consumers would buy it.

Ocean Spray will provide fresh cranberries and a variety of cranberry ingredients from our portfolio to the teams. Entries will be evaluated based on product originality, cranberry content, technical feasibility, sustainability, and marketability of the product.

Please refer to the Ocean Spray® Student Product Development Competition Website/Portal for more information about the ingredients and competition objective.

### **B) PRODUCT SUBMISSION FORM**

A product submission form must be uploaded by all teams by above mentioned deadline. The form will be located on the Ocean Spray Student Product Development Competition Website/Portal. The product submission form requires the following information:

- School affiliation, team members, contact information, faculty sponsor name and title etc.
- Product description, product name, product specifications, ingredient statement, health claims, shelf life, food safety, transport/handling considerations, process flow, and references.

Two (2) High resolution product photographs with providing serving suggestion should be uploaded directed on the website. Please do not include picture in the product submission form.

### **C) SELECTION OF FINALISTS**



1. Product Submission Forms will be evaluated by a cross-functional panel of Ocean Spray judges. Each proposal will be evaluated and scored based upon the following criteria:

<b><u>Evaluation Criteria</u></b>	<b><u>100 points total</u></b>
Product Submission Form	75
Product Pictures	25

2. Finalists will be selected and announced by above mentioned timeline.
3. All teams that do not place as Finalists will be provided with feedback regarding their submissions.

### **COMPETITION STAGE 3:**

#### **VIDEO, FINAL REPORT, VIRTUAL PRESENTATION, AND AWARDS**

Our finalists will be invited to an in person/virtual event (TBD) hosted by Ocean Spray and broadcasted company-wide. Practice sessions with the selected finalists will be organized approximately 2 weeks prior to Finals date.

The finalists will be asked to prepare:

- a marketing video, showcasing the developed product
- edible prototypes for judging with an option to utilize an Ocean Spray Flavor supplier
- a final written report
- an oral presentation

#### **A) VIDEO (20%)**

1. Create a video ( $\leq 30$  seconds) about your new products. Imagine this video as a potential way to market your new product online and through social media.
2. Video proposals must be uploaded/submitted by teams in one of the following formats: .MOV, .AVI, .WMV, MP4, or .MPEG4 to Ocean Spray® Product Development Competition portal.
3. Videos must NOT mention any school affiliation to maintain anonymity while judging.
4. Video files must not exceed 30 seconds.
5. Videos using inappropriate language, actions, etc. will be immediately disqualified.

#### **B) FINALIST WRITTEN REPORT (40%)**

All finalists will be asked to prepare a final report that will be evaluated by a cross-functional team at Ocean Spray Cranberries, Inc.



1. Finalist reports must be uploaded in .doc format to the Ocean Spray® Student PD Competition Portal.
2. To maintain anonymity during judging, the title page and list of team members should be located on the first page which will be removed to maintain anonymity during judging.
3. Finalist reports are limited to 15 pages (excluding references, title page and photographs), and must be formatted in Times New Roman font, size 12, double spaced, with 1" margins.
4. The written report should be comprehensive and technically sound.
5. At least one colored photograph of the product should be included in the final report.
6. Teams should include the following in the final report:

• Executive Summary	• Process Description
• Product Description	• Ingredients Statement
• Description of Product Originality	• Nutrition Information & Nutrition Label
• Description of Product Fit with Ocean Spray brand	• Sensory and/or Consumer Testing Plan (if feasible)
• Description of Sustainability Attributes	• Product Packaging (digital rendering is acceptable)
• Market Analysis & Competitive Assessment	• Shelf-Life, Food Safety & Regulations (HAACP, State, Federal, and other regulations)
• Strategic Overview for Target Consumer	• Estimated Retail Price Point & Cost Analysis
• Formulation and Development Description	• Prototype Photograph(s)
• Approach to Challenges & Limitations	• References

### **ORAL PRESENTATION & PRODUCT SAMPLING (40%)**

1. Finalists will be asked to present an oral presentation that should not exceed the allotted time. Following team presentations judges will ask questions.
2. Presentation guidelines will be provided to the competition finalists.
3. Finalist presentations must be submitted via the Ocean Spray® Student Product Development Website/Portal in PowerPoint format.
4. Finalists will be required to prepare enough samples to serve 10 people. Ocean Spray will work with the finalists to ship samples for the judges to evaluate.
5. Finalists will have access through the competition committee to work with one of Ocean Spray's flavor suppliers to further enhance their products.

### **C) AWARDS, COMMUNICATIONS, AND PANEL DECISION**

Awards will be granted based on performance in the Finalist Evaluation Criteria.

#### **AWARD CEREMONY**



1. Awards will be announced within a week of the competition Finals via email to the Finalist Team Captains.
2. Three awards will be granted based on final judging decisions.
  - 1st place: \$3,000
  - 2nd place: \$2,000
  - 3rd place: \$1,000
3. In the event that a team entry is selected for an award, Ocean Spray Cranberries, Inc. shall issue the respective prize sum, divided evenly to each respective team member as well as any of the student's reimbursements from the trip, unless otherwise specified.
4. Taxes on awards are the sole responsibility of the winning team members.
5. Finalist team members must submit completed W9 or W8 tax forms prior to the competition to avoid delay of award payment.

## **COMMUNICATION AND MARKETING**

All submissions may be used at the discretion of Ocean Spray Cranberries, Inc., including but not limited to the communication and marketing of the Student Product Development Competition.

## **JUDGING PANEL AND DECISION**

The judging panel will be comprised of Ocean Spray Cranberries, Inc. employees from across the organization, including but not limited to, Research and Development, Marketing, and Sales.

All judging decisions will be final and distribution of judge comments will be at the discretion of Ocean Spray Cranberries, Inc.

## **D) RESOURCES AND CONTACT INFORMATION**

Please contact [pdcompetition@oceanspray.com](mailto:pdcompetition@oceanspray.com) with any questions. Please visit the Ocean Spray® Student Product Development Portal for important updates and communications concerning the Ocean Spray Cranberries, Inc. 10<sup>th</sup> Annual Student Product Development Competition.



## **TERMS AND CONDITIONS**

### **1. Representations, Warranties, and Indemnification**

- a. Participant and Faculty Sponsor represent and warrant that the product concept, report, formula, specifications, and final product (collectively, the “product”) are the Participant’s original work, that Participant has the right to enter this Agreement, and that the Participant has the right to assign and transfer any and all rights, title and interest to and in the product to Ocean Spray.
- b. Participant and Faculty Sponsor hereby release and forever discharge Ocean Spray from and against any and all claims, liabilities, costs (including reasonable attorney’s fees), losses, and damages of any kind arising from or in connection with any breach by Participant or Faculty Sponsor (including of any representation, warranty, or agreement made by Participant or Faculty Sponsor hereunder) and/or from any and all acts or omissions of Participant or Faculty Sponsor, and Ocean Spray shall have no liability arising therefrom.

### **2. Confidentiality**

- a. Participant and Faculty Sponsor shall keep the concept, product, report, and all information regarding the submission confidential.
- b. For purposes of this Competition, “Confidential Information” means any and all data or information that Ocean Spray considers confidential or proprietary, is not generally known to the public, or is of the nature that it should otherwise reasonably be considered confidential or proprietary, whether in tangible or intangible form, whenever and however disclosed, including but not limited to: (i) products, product components, or services; (ii) any potential or future products, product components, or services; (iii) any know-how, designs, tools, inventions, information and trade secrets; and (iv) any other information that should reasonably be recognized as confidential information of Ocean Spray. Confidential Information need not be novel, unique, patentable, copyrightable, or constitute a trade secret in order to be designated Confidential Information. Neither Participant nor Faculty Sponsor shall disclose nor permit such Confidential Information to be disclosed to any other person without the prior written consent of Ocean Spray. No right or license, whether expressed or implied, in the Confidential Information is granted to the Participant or Faculty Sponsor hereunder. All knowledge and use of Confidential Information by the Participant and Faculty Sponsor shall be for the benefit of Ocean Spray and any modifications and improvements thereof by the Participant or Faculty Sponsor shall be the sole property of Ocean Spray. Participant and Faculty Sponsor shall make reasonable efforts to keep Confidential Information confidential.

### **3. Intellectual Property**



- a. Participant shall use the samples of cranberries (“Samples”), to be provided by Ocean Spray, and materials derived in whole or in part from the Samples (collectively, the “Materials”) and other Confidential Information solely for the purposes of this Competition. Ocean Spray expressly maintains ownership of the Samples.
- b. All right, title and interest, including worldwide intellectual property rights, in and to the Materials, product concept, product, report, and final product submitted are hereby and shall be the sole and exclusive property of Ocean Spray (without the need for compensation), and to the extent required by applicable law, Participant and Faculty Sponsor hereby assign to Ocean Spray (without the need for compensation) All right, title and interest, including worldwide intellectual property rights, in and to the Materials, product concept, product, report, and final product.
- c. Participants shall destroy all Confidential Information, including but not limited to the Samples provided by Ocean Spray and Materials created by the Participants, as follows: (1) Participants who qualify as finalists shall submit their prototype to Ocean Spray and shall destroy any and all other Confidential Information (including Samples and Materials) by July 30, 2023; and (2) all other Participants shall destroy any and all Confidential Information (including all Samples and Materials) by May 13, 2023. Participant acknowledges and agrees that failure to submit a viable product concept shall not release Participant or Advisor from their obligations, including but not limited to obligations of confidentiality and destruction of Materials, as contemplated herein.
- d. All materials created by or for Ocean Spray for the Competition, including without limitation, press materials, press kits, news releases, any filmed, videotaped or recorded interviews, newsletters/columns, photographs, video vignettes and any other materials produced (collectively, the “Media”) developed or used hereunder shall be and remain Ocean Spray property, and Ocean Spray shall have the right to use, reuse, reproduce, copyright and exhibit them throughout the world, in perpetuity.

4. Assignment of Rights:

**Entry into the Contest constitutes irrevocable and uncontestable agreement by the Participant to the following undertakings:**

- a. Use of product concept and report for demonstration to Ocean Spray customers and for any reason Ocean Spray decides.
- b. Use of Participant’s name, likeness, image, and voice (collectively, the “Identity”) for all advertising and publicity of the Contest.
- c. Participant cooperation in any requested press interviews.

5. Other Terms

Each Participant also hereby acknowledges and agrees by its entry into the Contest:

- a. The ideas submitted to Ocean Spray Student Product Development Competition may not be used in other competitions previously, simultaneously or in the future.



- b. To execute other forms and documents that may be requested by Ocean Spray to fully transfer and confirm all right, title and interest in and to the product concepts and product to Ocean Spray.
- c. Ocean Spray and its affiliates, officers, directors, employees, and agents shall not be held responsible or liable for any lost, late, misdirected, damaged, or otherwise unusable entries that cannot be judged or are disqualified for any reason whatsoever.
- d. Neither participation in this competition, nor any selection or award of a prize (if any), shall be construed as an offer of employment. No selection of a product concept or product as a winning entry shall be construed as a guarantee of product use or further development of such product.