# Ocean Spray Product Development Competition – Preliminary Proposal Template

*This Proposal is purely theoretical, you do not need to make any actual product.*

Title Page

Includes the title/ product name, date, and rendered image here. This is the first impression a judge will have, so wow them! Please include University affiliation, student names, and faculty sponsor name.

# Rendered Image(s) (10 points)

# Product Description (25 points)

Describe your product here. Pitch your product, highlighting *what*, *why*, and *how* the product was developed. Consider discussing the following information: product description, claims (nutritional, sustainability, etc.), what makes this product unique compared to what is currently on the market, how your product will win, and/ or market research.

# Process Description & Feasibility (20 points)

Include a rough flow diagram of your process with critical control points. Additionally, include what equipment you would use to manufacture on a large scale. Describe how feasible the product will be in terms of cost of ingredients, ingredient sourcing, facility operations and manufacturing, and retail pricing.

# Safety & Quality Considerations/ Shelf-life (20 points)

Discuss the process controls and characteristics of your product that will deem it safe to consume. Explain why you chose your CCPs, how the packaging design will protect the food product, how the product will be sold (frozen, room temperature, etc.). Please also include the expected shelf life of the product, and the characteristics of the product that you believe will be its ultimate mode of failure in terms of shelf-life.

# Ocean Spray Fit & Marketability (25 points)

Please describe how your product will fit into the Ocean Spray Portfolio and how it will bring new consumers to our brand. Depending on the product, you may want to include an analysis of competitor products and where your product falls within the market. How would you market the product? Please describe any marketing strategies, how you will reach your target market, where the product will be sold, etc.

# References

# Appendix

Process flow diagram.

*Other things to remember:*

* Do not exceed 3 pages – not including references and title page
* Use 12-point Times New Roman font
* Use 1” margins
* The only photograph you must provide is your virtually rendered product photo.