



## The 5<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 kids will love, and moms will feel good about buying using Ocean Spray® frozen whole cranberries and cranberry juice concentrate.

**Theme:** Connecting our farms to families for a better life by utilizing Ocean Spray® products to help kids enjoy the delicious taste of cranberries.

**The Challenge:** Cranberries are an incredibly tiny but mighty fruit containing nutritional elements including fiber, flavonoids (PACs), and antioxidants. Ocean Spray wants to bring the health benefits of cranberries to kids by creating products both kids and moms can feel good about consuming using our cranberries.

For this competition, participants will be challenged with developing a food or beverage product for children using frozen whole cranberries and/ or cranberry juice concentrate with the goal of developing lifelong cranberry consumers and generating a love of cranberries from an early age. Entries will be evaluated based on product originality, cranberry content, technical feasibility, and marketability of the product.

**The Trend:** Consumers, especially moms, continue to be attracted to healthy and whole foods over processed options for their kids and are increasingly more conscious of their family's consumption decisions. Ocean Spray strives to be the lead innovator to meet consumer demand for healthy and tasty kids' products and create new cranberry consumers for life.

**Target Audience:** Your product should target Millennial moms who seek convenient products that taste good for their kids. The millennial mom is not only concerned about how her food choices affect her and her family, but also how it affects those around her. This is where your team can help make it easier for them to find unique nourishment and nutrition for their kids using Ocean Spray cranberries.

