



# The 5<sup>th</sup> Annual Ocean Spray Cranberries, Inc. Student Product Development Competition Rules and Regulations

## **COMPETITION OBJECTIVE**

The objective of this competition is to develop a new food or beverage product for children using frozen whole cranberries and/ or cranberry juice concentrate.

**ENTRY DEADLINE** 11:59pm EST December 14, 2018.

## **COMPETITION OVERVIEW**

Ocean Spray Cranberries, Inc. product development competition submissions must consist of a short video and completion of product submission form for a food or beverage product that meets the competition objective. A panel of Ocean Spray judges will evaluate the video and product submissions. Three (3) Finalist teams will be selected and asked to write a final report, conduct an in-person presentation at Ocean Spray Cranberries, Inc. Corporate Headquarters in Lakeville, MA, 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. 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 and must select 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.



## HOW TO ENTER

1. Students may enter the competition in teams of 1-5. There may be only one (1) submission per team.
2. All team members must read, complete, and E-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.
3. 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.
4. Please complete the entry form on the Ocean Spray® Student PD Competition Website/Portal no later than 11:59 pm (before midnight) EST December 14, 2018.

## IMPORTANT DATES

Stage of Competition	Item / Activity	Date
<b>Entry</b>	Student Product Development Entry Deadline	December 14, 2018
<b>Competition Stage 1</b>	Video Proposals Due	February 22, 2019
	Product Submission Form Due	February 22, 2019
	Faculty Sponsor Letter Due	February 22, 2019
	Finalists Announced	March 15, 2019
<b>Competition Stage 2 [Finalists Only]</b>	Finalist Reports Due	May 27, 2019
	Finalist Presentations Due	May 27, 2019
	Ocean Spray Cranberries, Inc. Student Product Development Competition	June 10, 2019



## **COMPETITION STAGE 1:**

PRODUCT DEVELOPMENT, VIDEO PROPOSAL, PRODUCT SUBMISSION FORM, FACULTY SPONSOR LETTER, AND SELECTION OF FINALISTS

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

Develop a new food or beverage product for children using Ocean Spray's® frozen whole cranberries and/ or cranberry juice concentrate. Ingredients will be provided to all teams by Ocean Spray Cranberries, Inc.

- Please refer to the Ocean Spray® Student Product Development Competition Website/Portal for more information about the target demographic (children) and competition objective.

### **B) VIDEO**

Create a video ( $\leq 30$  seconds) about your new product. Imagine this video as a potential way to market your new product online and through social media.

1. 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 by 11:59 pm EST Friday February 22, 2019.
2. Video files must not exceed 30 seconds.
3. Videos must **NOT** mention any school affiliation to maintain anonymity while judging.
4. Videos using inappropriate language, actions, etc. will be **immediately** disqualified.

### **C) PRODUCT SUBMISSION FORM**

A product submission form must be uploaded by all teams to support the video proposal. 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 photograph, product description, product name, product specifications, ingredient statement, health claims, shelf life, food safety, transport/handling considerations, process flow, and references.



#### **D) FACULTY SPONSOR LETTER**

A sponsor / verification letter from a Faculty Sponsor is required and should be submitted in addition to the video and product submission form. The verification letter should confirm that:

1. each team member is enrolled full-time in an undergraduate or graduate Food Science or related program
2. the product concept that is being submitted is the team's original work.

#### **E) SELECTION OF FINALISTS**

1. Videos and Product Submission Forms will be evaluated by a cross-functional panel of Ocean Spray judges. Faculty Sponsor Letters will be reviewed by the Ocean Spray Student Product Development Committee. Each proposal will be evaluated and scored based upon the following criteria:

<u>Evaluation Criteria</u>	<u>100 points total</u>
Video Proposal	30
Product Submission Form	70

2. Three (3) Finalists will be selected and announced on March 15, 2019.
3. All teams that do not place as Finalists will be provided with feedback regarding their submissions.



## **COMPETITION STAGE 2:**

### **FINAL REPORT, IN-PERSON PRESENTATION, POPULAR VOTE, AND AWARDS**

Three (3) selected Finalists will be invited to Ocean Spray Cranberries, Inc. Cooperative Headquarters (Lakeville, Massachusetts) on Monday June 10, 2019 to participate in the final stage of the competition. The top three (3) finalists will be asked to prepare:

- edible prototypes for judging (~20+ people)
- a final written report
- an oral presentation

#### **A) FINALIST WRITTEN REPORT (45%)**

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 by 11:59 pm EST May 27, 2019.
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. One colored photograph of the product should be included in the final report.
5. Teams should include the following in the final report:
  - Executive summary
  - Product description
  - Description of product originality
  - Description of product fit with Ocean Spray® brand
  - Market analysis & competitive assessment
  - Strategic overview for target consumer
  - Formulation and development description
  - Process description
  - Ingredient statement
  - Nutrition Information (i.e. calories/serving) & nutrition label
  - Sensory and/or consumer testing
  - Product package (if applicable)
  - Shelf-life, food safety, and regulations
    - Hazard Analysis (HAACP)
    - State, federal, and other regulations
  - Estimated retail price point & cost analysis
  - Prototype photograph(s)
  - Approach to challenges & limitations
  - References



## **B) ORAL PRESENTATION & PRODUCT SAMPLING (45%)**

1. Finalists will be asked to present an oral presentation that should not exceed 20 minutes. Following team presentations judges will ask questions.
2. A presentation template will be provided to the three (3) competition finalists.
3. Finalist presentations must be submitted via the Ocean Spray® Student Product Development Website/Portal by 11:59 pm EST May 27, 2019 in PowerPoint format.
4. Finalists will be required to prepare enough samples to serve 20 people. Finalists will be provided with additional information in the finalist announcement.
5. The oral presentation and product sampled will account for 45% of the total score as determined by the judges.

## **C) POPULAR VOTE (10%)**

Ocean Spray employees and judges will have the opportunity to vote for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place teams. The popular vote will account for 10% of the total score.

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

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

### **AWARD CEREMONY**

1. The award ceremony will take place on Monday June 10, 2019 following finalist oral presentations and activities.
2. Three awards will be granted based on final judging decisions.
  - 1st place: \$5,000
  - 2nd place: \$3,000
  - 3rd place: \$2,000
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.
4. Taxes on awards are the sole responsibility of the winning team members.
5. Finalist team members must submit completed W9 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.

### **E) 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. 5<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 April 12, 2017; and (2) all other Participants shall destroy any and all Confidential Information (including all Samples and Materials) by January 14, 2017. 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. 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.
- b. 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.
- c. 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.