GENERAL COMPETITION RULES

Entries must consist of a proposal for a new sweet convenient bakery food product. For the 2018 competition, the category is “Futuristic Sweet Goods.” These products should be innovative, encompass international flavors, show a room temperature stability for 14 days, and be chemically leavened or yeast raised. In addition, the product must contain two components; a cake or sweet bread (containing >20% sugar), and/or an injection, icing, glaze, or enrobing. Judges will be evaluating the potential success of product entries in today’s market and technical problem solving skills used in product development. Teams may enter their product in competitions outside of ASB.

In order to control the emphasis and fairness of the competition, the following limitations will be enforced:

- Competitors must be student teams consisting of no more than four students.
- Competitors can enter multiple products but separate proposals must be entered for each product.
- Competitors can participate in multiple years.
- **All written proposals must be e-mailed in .pdf format to the ASB PDC Committee (pdc@asbe.org) by the deadline.**
- Judges will not award extra points for the size of sensory panels or source of panelists. The purpose of this rule is to eliminate the possibility of teams earning extra points for their ability to collect more sensory data due to a larger number of team members.
• Since the focus of this competition is on baking skills in product development, judges will not give points for the quality of package graphics or other advertising material. However, student teams are encouraged to be creative and encompass modern packaging technology.

• Penalties for violations will be determined by the judges. Judges will communicate their decision, which will be considered final, in a prompt fashion to both the chair and the team captain at the end of the competition.

Eligibility
1. Each student team member must be registered as a student at the university he or she is representing at the time of the application deadline. Each student on the team must provide a letter from their advisor stating that they are currently enrolled and taking classes. All students entering the competition must be a registered ASB member (student membership is complimentary). For more information regarding membership, please contact agonzalez@asbe.org

2. Entries must be the student's original work. Professors may be consulted and referenced, but may not be a major contributor to the actual work.

3. Industry support such as donation of ingredients or use of equipment is allowed and encouraged, but should not be acknowledged by any team in the preliminary or final proposal, oral presentation, poster presentations, or product tasting sessions.

4. Projects from product development classes are eligible in the competition.

5. MS, Ph.D., or summer internship related projects are NOT eligible in the competition.

6. Each student team should consist of a minimum of two, and up to four team members. Teams will be permitted to give the presentation to the judges if chosen as finalists.

7. ASB board members and product development competition organizers are not allowed to participate in the competition.

8. Product introduction/team introduction will be during the opening ceremony by team captain and app voting to commence

Preliminary Proposals
1. Only email submissions will be accepted. Please submit all emails to pdc@asbe.org. When submitting the preliminary proposal, entrants must include the following information in the same email:

2. Team members' names and ASB membership numbers in the document provided on ASB’s website. In addition, the name, address, phone number and e-mail address of the team leader to whom all correspondence should be directed must also be provided.

3. Sponsor companies, donors of goods, services, or money (if applicable)

4. Name of the school, name of entry, and advisor’s name and contact information
5. Failure to forward the above information will result in ineligibility. An acknowledgement email will be sent.

6. Teams must submit their preliminary proposal in a PDF format by email to the ASB PDC Committee (pdc@asbe.org) by November 13th at 11:59pm CST. Proposals received after November 13th will not be accepted.

7. The preliminary proposal may not exceed five (5) pages, not including the title page, the page for photographs, and the appendix page for a process flow diagram.

8. The report must be typed, double-spaced 12-point Garamond font with 1” margins. Must be submitted electronically.

9. There is no specific required format for the title page (not included in the five (5) page limit), though it should include the title of report and date.

10. Names of sponsor companies, any university, students, or other indication of team location are NOT acceptable on the other five pages in the report, or on the product picture as these will be seen by the judges.

11. Include a 5” × 7” color photograph of the proposed product in the preliminary proposal (mounted on a single sheet 8.5 × 11.0” white paper). Additional images throughout the report are optional.

12. References: All references cited within the proposal will be referred to with a number in or at the end of the sentence in which the reference was used. The list of references (which are not included in the five (5) page limit) must be submitted as a separate PDF document with the preliminary proposal. If a problem arises with reference credibility a judge may contact the Product Development Chair for verification.

13. A separate cover letter from the Department Head or a professor, verifying originality of work and the team’s compliance with the competition rules is to be submitted as a separate PDF document with the preliminary proposal.

Evaluation of Preliminary Proposals

1. Scoring will be determined by three (3) judges. Each entry will be scored on a basis of 100 points, with the points to be distributed as shown here:

Preliminary Proposal Evaluations

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Description</td>
<td>20</td>
</tr>
<tr>
<td>Process Description</td>
<td>20</td>
</tr>
<tr>
<td>Technical Problem Solving</td>
<td>15</td>
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<tr>
<td>Food Safety/Shelf Life</td>
<td>15</td>
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<tr>
<td>Originality</td>
<td>10</td>
</tr>
<tr>
<td>Literature/trend data</td>
<td>10</td>
</tr>
<tr>
<td>Marketing</td>
<td>10</td>
</tr>
</tbody>
</table>

100 points total
2. Judges will select a maximum of four (4) finalists.
3. All competing teams will be informed of only their respective scores and judges' comments.

Finalists

Finalists will be announced on December 1. Responsibilities of finalists include the preparation of the following:

• Final written proposal
• Oral presentation
• Display of their entry for a poster session at the Annual Meeting
• Samples of their product for the three (3) judges to taste.

Finalist Evaluation

Final proposals will be scored on a basis of 250 points, distributed as follows:

I. Final Written Proposal 50 points
II. Oral Presentation 50 points
III. Poster Presentation 50 points
IV. Product Sample 100 points
V. Opening Ceremony Voting 50 points

Guidelines and the scoring breakdown for these areas are outlined below.

I. Final Written Proposal

1. Finalists must submit their final proposal, in PDF format via e-mail, to the ASB PDC Committee (pdc@asbe.org) by February 12th at 11:59pm CST. Proposals received after the deadline will be disqualified.

2. The maximum number of pages for the final written proposal is ten (10). This number DOES include proposal body text, references, process flow diagram, references and appendices. It does NOT include the one (1) title page and the one (1) photograph page.

3. The report must be typed, double-spaced, 12-point Garamond font with 1” margins on white paper. Must be submitted electronically.

4. The title page, for which there is no specific required format, must include the title of the proposal and date. A list of donors, and other contributors that assisted the team should be listed ONLY on the title page.

5. Include a 5” × 7” color photograph of the product mounted on a single sheet 8.5” × 11.0” white paper. Additional images throughout the report are optional.
Areas that may be covered in the final proposal are:

A. Product description/ Evaluation
   i. Product description/use
   ii. Product formulation and ingredient functionality
   iii. Market potential
   iv. Competitive framework
   v. Sensory/ Consumer tests
   vi. Shelf life estimation
   vii. Price/cost evaluation
   viii. Package selection and basis for selection
   ix. Nutrition Label***

B. Process description/ Evaluation
   i. Process description and basis for selection
   ii. Process flow diagram
   iii. Hazard Analysis – Critical Control Points (HACCP)
   iv. Process limits
   v. Operating cost
   vi. Capital investment estimate
   vii. Patent status (apply, infringe, license)

C. Food safety/Regulations
   i. Food Safety evaluation with respect to formulations, functionality, and processing
   ii. Legal implications of the product (ingredient labeling)
   iii. Hazard Analysis – Critical Control Points (HACCP)
   iv. Good Manufacturing Processes (GMPs)
   v. Home use - safety hazard?
   vii. State Regulations
   viii. Federal Regulations
   ix. FDA, USDA, OSHA, EPA, etc. regulations

***NOTE: These are only suggestions. You may include other areas. Remember, thoroughness is important, but originality is highly encouraged! Be sure to cover all areas according to the allotted points on the next page.
1. References should be added at the end of the proposal.
2. The teams' anonymity is no longer required.

Written Proposal Evaluations 50 points total

- Product Description: 15 points
- Originality: 10 points
- Process Description: 10 points
- Safety/Shelf Life: 5 points
- Profitability: 5 points
- Marketing: 5 points

II. Oral Presentations (2)

A.) Finalists will present a ten (10) minute oral report followed by a ten (10) minute question/answer period during the ASB Annual Conference BakingTech. The conference is being held at the Hilton Chicago February 25 - February 27, 2018. This presentation will be given on Monday, February 26th in the afternoon. More details will be provided upon arrival to ASB regarding time slots for each team’s presentations.

1. A maximum of two (2) student team members. Additional team members may be present to answer questions.
2. A PowerPoint computer presentation is required utilizing a template provided by the Committee. The Competition Chair is responsible for bringing/acquiring a laptop computer for competition finals at the meeting. The Chair will provide finalists with details concerning the PowerPoint computer presentation (format, version, file size, etc.)
3. Expect questions from Judges.

Obviously this is not enough time to go over everything included in the written summary, so use the oral presentation as a way to succinctly sell your product’s key attributes. It will be judged on quality, organization, communication, interest generated, and overall presentation skills.

Oral Presentation Evaluation 50 points

III. Poster Session Displays

Finalists will also present their product development ideas in a poster session at the Annual Meeting.

1. The content rules for the written report also apply for the poster display.
2. An 8 ft. wide by 4ft. high (32 sq. ft. display area) poster board will be available for you to display your product information. The panels can be divided up however a team chooses as long as it fits the allotted poster space (4' high × 8' wide).
3. Judges will visit booths in a random order determined by the competition Chair. Judges may ask questions to any or all of the team members present during this time period.
Note: Product development teams are not allowed to provide food samples to the general public at the poster session, or at any time during the Annual Meeting. Teams are encouraged to have display samples.

Poster Display Evaluation 50 points
The poster display will be graded on effectiveness of product presentation, neatness and organization. The poster presentation evaluations will be based on the quality of content, organization and ability to communicate, stimulate interest, and sell the product idea to your fellow bakers.

IV. Product Sampling and Defense
Each team will defend their product concept individually before the panel of judges. During the defense the team will present their product to the judges for tasting.
1. Twenty (20) minutes will be allotted for each team.
2. Creative presentation of the product is encouraged.
3. Be sure to provide enough product for all three (3) judges to sample.
4. Sample products should be brought to the Annual meeting fully prepared. Preparation space and/or ovens are not available. Freezer storage can be arranged.
5. Teams are solely responsible for their products (delivery, storage) at the Annual Meeting.

Product Sample Evaluation 50 Points

AWARDS
1st prize: $2,000 scholarship for each team member
2nd prize: $1,500 scholarship for each team member
3rd prize: $1,000 scholarship for each team member
4th prize: $500 scholarship for each team member

Winners will be announced at the ASB Tuesday Closing Session. Winners must be present to receive awards.

Product Development Competition Checklist

*Items to be completed for entry in PD competition:*

Check ASB student member status for team. (It takes several weeks to complete the membership process, so begin early if not a current member.)

Check preliminary proposal format
Submit a preliminary proposal (PDF document) to pdc@asbe.org by email by November 13th at 11:59pm CST

*Items to be completed for PD competition finalist:*
Check final written proposal format
Submit a final written proposal (in .doc and converted to PDF document) to pdc@asbe.org by February 12th via Email.

Prepare 10 minute oral presentation to be presented by only 2 student team members.
Check oral presentation format
Check product sampling guidelines
Prepare poster for poster session at final competition
Failure to comply with any of the rules of the competition may result in penalization of teams, including disqualification at the discretion of the judges and the competition chair.

V. Opening Ceremony Voting

A.) Finalists will give a five minute oral presentation at the annual ASB opening ceremony that takes place on Sunday, February 25th.

1. The whole team may be present on the stage during the five minute presentation, but only one person will be allowed to speak during this time.
2. This time should be a balance between introducing your school, team members, and products.
3. This initial presentation will not be scored by the judges and will serve as an introduction for the teams and their products. However, members using the ASB application on their smart phones will be able to vote on the product and team that they believe to be the strongest product and team.
4. The scoring will be based on the largest percentage received. I.E. the team with the largest percentage of votes will receive 50 points, 2nd place will receive 40 points, 3rd place will receive 30 points, and 4th place will receive 20 points.

Selection of Finalists

The finalists will be selected as follows by the Judges and Product Development Chair:

• All point scores are converted into rank scores (highest score out of 100=1, second highest score out of 100=2, etc.)
• Rank scores are totaled for each team (one rank score per judge).
• The lowest six scores are designated as the finalists.
• In the event of a tie, the two lowest rank scores will be added for each group and the team with the lowest score will advance. If this fails, the judges will be asked to provide a decision.
Judges

1. Judges will be chosen from industry or academia, with practical product development experience.

2. Each judge will be asked to serve one term. Judges are not allowed to serve consecutive terms.

3. Judges are encouraged to evaluate products by point totals, not personal preferences.

4. Rule breaches should not automatically result in disqualification, but will be left to the judges to decide. Sponsor judges reserve the right to accept or reject the final decision. Any rule breaches should be brought to the attention of the competition chair and judges prior to the finalization of scores (prior to product evaluation). No rule breaches reported after the scores have been finalized will be entertained.