



www.ASBE.org



CALLING ALL

BAKING ROCK STARS



WHO

The Competition is open to Teams of College Students in Baking, Food Science, and Culinary Arts.



WHAT

Entries consist of a proposal for a new bakery product. Judges will evaluate the potential success of entries in today's market and the technical problem solving skills used in product development.

A new theme is announced each year.

Four Teams of Finalists are invited to BakingTECH at the Chicago Hilton



Airfare and Ground Transportation



HOTEL

4 Nights of Hotel



Free Membership in ASB



Complimentary Registration to BakingTECH



SCHOLARSHIP AWARDS

WINNER: \$2000 for each team member.

RUNNER UP: \$1500 for each team member.

3rd Place: \$1000 for each team member.

4th Place: \$500 for each team member.