



This is your big break in Baking!

Perform for the legends
of the Baking Industry.

FACT SHEET

PURPOSE OF ASB PRODUCT DEVELOPMENT COMPETITION

- Facilitate the development of innovative bakery products for the wholesale baking industry
- Encourage students to choose careers in the wholesale baking industry
- Foster innovation and the introduction of novel products and new trends
- Cultivate student mentoring and networking within the industry
- Encourage members to think outside the box in response to current consumer trends

WHO

The competition is open to teams of college students in baking, food science and culinary arts.

WHAT

Entries must 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 product development theme is announced each year. **Visit www.asbe.org/pdc-overview for details.**

WHEN

- **NOVEMBER 13.** All preliminary proposals are due.
- **DECEMBER 1.** Finalists will be announced.
- **THE BEST WEEK IN BAKING.** Finalists Compete. Judging live presentations at BakingTECH in Chicago.

AWARDS FOR STUDENT TEAMS

- 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

For the complete rules, regulations and registration form go to www.ASBE.org

The American Society of Baking is a community of baking industry professionals who have joined together to provide continuing education, networking opportunities and professional development. The members include commercial bakers, engineers, food technologists and the suppliers of equipment and ingredients in the grain-based food industry.

QUESTIONS

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