

CALLING ALL  
**BAKING**  
ROCK STARS



Baking, Food Science,  
and Culinary Arts

COLLEGE STUDENT TEAMS

This is your  
big break  
in Baking!

Perform for the  
legends of the  
Baking Industry.

CASH AWARDS

SCHOLARSHIPS





# 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.



## SCHOLARSHIP AWARDS

1st prize: \$5,000 for each team member

2nd prize: \$3000 for each team member

3rd prize: \$2,000 for each team member

[www.asbe.org/product-development-competition](http://www.asbe.org/product-development-competition)



# SCHOLARSHIPS



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## 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/product-development-competition/](http://www.asbe.org/product-development-competition/) for details.**

### WHEN

- **NOVEMBER 15.** All preliminary proposals are due.
- **DECEMBER 5.** Finalists will be announced.
- **THE BEST WEEK IN BAKING.** Finalists Compete.

### AWARDS FOR STUDENT TEAMS

- 1<sup>st</sup> prize: \$5,000 scholarship for each team member
- 2<sup>nd</sup> prize: \$3,000 scholarship for each team member
- 3<sup>rd</sup> prize: \$2,000 scholarship for each team member

**For the complete rules, regulations and registration form  
[www.asbe.org/product-development-competition](http://www.asbe.org/product-development-competition)**

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

**Kent Van Amburg – Executive Director  
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**[www.asbe.org/product-development-competition](http://www.asbe.org/product-development-competition)**

