



## **The 9th Annual Ocean Spray Cranberries, Inc. Student Product Development Competition**

*The objective of this competition is to develop a shelf stable, No Sugar Added, sustainable snack focusing on using cranberries and cranberry by-products.*

**Theme:** Creating a craveable, healthy and sustainable snack that will draw in new consumers using the power of Ocean Spray® Cranberries. Your snack should be shelf stable, No Sugar Added, and focused on all aspects of sustainability.

**The Challenge:** The participants are challenged with developing a shelf stable snack for consumers, highlighting Ocean Spray's current ingredient catalog. Below are the specific guardrails for this year's theme. The developed product:

- Must be focused on sustainability and upcycling. Your product should be conscious of all aspects from material sourcing and manufacturing to shipment and consumer usage.
- Must be a snack that can have a no sugar added claim.
- Must utilize one or more upcycled ingredients from Ocean Spray cranberry processing.
- Should aim to be creative, delicious and fit within Ocean Spray's vision, mission and values. While considering manufacturing and technical feasibility.

Ocean Spray will provide fresh cranberries and upcycled cranberry ingredients to the teams. Entries will be evaluated based on product originality, cranberry content, technical feasibility, sustainability, and marketability of the product.

**The Trend:** "Most Americans snack multiple times a day, and snacking frequency, driven by young consumers who view snacking as playing a more central role in their dietary lives. There is ample opportunity for healthier, more nutrient-dense snacks and for non-snack foods to be recast as snacks. But even as snacking grows more functional, snackers still demand great tastes and textures. While older snackers tend to define healthier as avoiding the unhealthy (eg sweets), younger snackers appear more likely to view health more positively. More than 3 in 10 snackers aged 18-34 say they are snacking on healthier foods this year and are more likely than older snackers to prioritize positive nutrient claims, such as high protein, added nutrients, clean labels and organic. There is also the opportunity in more eco-friendly packaging and sustainably sourced and functional products. Innovation in these domains, which are especially appealing to core Millennial consumers will drive future growth."

Ocean Spray strives to meet consumer demands and trends for tasty, healthy, and sustainable products while creating new cranberry consumers for life.

**Target Audience:** You are being tasked with identifying your own target audience and being able to identify why your product would be appealing to those consumers.

**References:** Mintel

*Teams may NOT enter their product in competitions outside of this Ocean Spray Competition.  
Team may also not directly utilize previously presented in any other competitions.*