



## **The 10th Annual Ocean Spray Cranberries, Inc. Student Product Development Competition**

**Theme:** Create a food or beverage product targeting a first- time consumer highlighting the cranberry (i.e. new to Ocean Spray). There are no other restrictions on what you must do. Have fun!

**The Challenge:**

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

- Must utilize one or more ingredients from Ocean Spray's ingredient portfolio.  
<https://www.oceanspray.com/en/Ingredients/Products>
- Should aim to be creative, delicious, and fit within Ocean Spray's vision, mission and values.  
<https://www.oceanspray.com/Our-Purpose>
- Consider manufacturing and technical feasibility and explain why first-time consumers would buy it.

Ocean Spray will provide the following when requested (or other items found in our Ingredients portfolio):

- fresh cranberries
- sweetened dried cranberries (whole, sliced, diced, double diced, fines)
- bright red sweetened dried cranberries (whole, sliced)
- blueberry and mango flavored dried cranberries
- cranberry concentrate
- cranberry seeds
- cranberry canned sauce (whole berry, jellied)
- cranberry puree

Entries will be evaluated based on product originality, cranberry content, technical feasibility, sustainability, and marketability of the product to first time consumers.

**The Trends:** "Many food companies, both big and small, are realizing that playing in just one category isn't enough anymore. To increase consumer awareness, consumption, and even the bottom line, brands are branching out into new categories in innovative, sustainable ways. Bringing shelf stable to frozen, providing alternatives to traditional products, bringing healthy foods to every isle, and going beyond retail."

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 targeting a first-time consumer (flavor seeker, health conscious, nostalgic, indulgent, etc.).

**References:** Specialty Food Association

*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.*