



The 8th Annual Ocean Spray Cranberries, Inc. Student Product Development Competition

The objective of this competition is to develop a kid-friendly snack or beverage containing at least one functional benefit adhering to the USDA snack guidance for schools.

Theme: Creating delicious and a better-for-kids product with a boost through the power of Ocean Spray® Cranberries.

The Challenge: Ocean Spray is committed to offering the healthy benefits of the superfruit cranberries to kids. Today, Ocean Spray's Growing Goodness brand for kids is a healthy and delicious alternative to the sugary products in the marketplace. In line with that, this year's challenge is to develop a healthy and delicious snack or beverage for kids.

The participants are challenged with developing a snack or beverage product for children highlighting Ocean Spray's current ingredient catalog. Below are the specific guardrails for this year's theme. The developed product

- Must adhere to the USDA's guidelines for smart snacks in school
- Must claim at least one functional benefit
- Must utilize at least one upcycled ingredient from Ocean Spray cranberry processing
- Should aim to be a creative, delicious and fit within Ocean Spray's vision, mission and values.

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

The Trend: With the consumer trend changing towards healthy diet propelled by COVID-19, parents are making healthy choices for their kids as well. With addition of functional benefits, kids can get that extra boost essential for their development. How do we harness all the benefits of cranberries as superfruit to provide healthy and appealing snack options to children and teens? How do we help them make the healthy choice at school as well as at home?

Ocean Spray strives to meet consumer demand for healthy and tasty kid's products and create new cranberry consumers for life.

Target Audience: Your product should target kids in the grade school system (K-12) with an added functional benefit. These snacks or beverages must appeal to kids of all ages.



References:

- Smart Snacks Website (USDA): [Tools for Schools: Focusing on Smart Snacks | Food and Nutrition Service \(usda.gov\)](https://www.fns.usda.gov/smart-snacks)
- A Guide to Smart Snacks in Schools (2019-2020, or use the latest version available to date): [Guide to Smart Snacks in School For School Year 2019-2020 \(caddoschools.org\)](https://www.caddoschools.org)
- Smart Snack calculator: [Smart Snacks Product Calculator \(healthiergeneration.org\)](https://www.healthiergeneration.org)

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.

