



Create A Winning Dairy Snack

Earn a \$10,000 scholarship by creating an innovative dairy snack

Dairy MAX's Dairy Snack Innovation Competition is intended to create an impactful and collaborative environment that supports young entrepreneurs, fosters innovation and contributes to the growth of the local dairy community. Students interested in food science, dairy careers and entrepreneurial product development are encouraged to participate for a chance to earn mentorship and scholarships/funding.

Competition Rules

How It Works

All competition entrants must comply with these Competition Rules and meet the eligibility requirements listed in the below "Eligibility Requirements" section. A panel of judges will evaluate each Entrant's Entry, and up to five (5) finalists will be selected for a nine (9)-month product development mentorship leading up to the final pitch competition. Finalists will be assigned a food science mentor for four (4) virtual meetings as well as travel to the Colorado State University Spur ("Spur") in Denver, Colorado, for three (3) in-person events throughout the Competition. Please review the Competition's required schedule and prizes.

Definitions

1. **"Dairy Alternative"** means any plant-based dairy alternative, milk substitute or milk from an animal other than a cow.
2. **"Competition"** means the Dairy MAX Dairy Snack Innovation Competition, which is sponsored by Dairy MAX, Inc.
3. **"Entrant"** means a person who completes an entry in the Competition, satisfies the eligibility requirements for the Competition, and agrees to be bound by the terms of the Competition Rules.
4. **"Entry"** means a completed entry in the Competition that complies with these Competition Rules.
5. **"Dairy MAX"** means Dairy MAX, Inc., which is the non-profit, Texas-based dairy council that is the sponsor of the Competition.

How to Enter the Competition

Individuals who are eligible (see the below “Eligibility Requirements” section) and would like to enter the Competition will need to follow these instructions:

- Email pitchcompetition@dairymax.org to express your interest in receiving detailed information concerning the Competition. In your email, use the following subject line: “Dairy MAX Product Innovation Pitch Competition Interest Inquiry”. If you are under age eighteen (18), you must also include your parent’s or legal guardian’s email address in your email. You will be sent information on the following:
 1. Consumer insights relevant to the Competition
 2. Judging criteria for the Competition
 3. Competition pitch format requirements
 4. A parent/legal guardian consent form concerning participation in the Competition
 5. A link to the Entry platform on Submittable
- Each Entrant must complete their full online Entry via Submittable. Entries that are incomplete, and entries that are not submitted by 11:59 P.M. CST, Sept. 19, 2025, will not be considered, and will be automatically disqualified. Entries must include an uploaded PDF of your product innovation overview including:
 1. Product name
 2. Product category
 3. Product ingredient list
 4. Proposed product packaging
 5. Target consumer
 6. Product creative content for design and marketing.
- Each Entrant under the age of eighteen (18) must provide a parent/legal guardian consent form concerning participation in the Competition signed by their parent/legal guardian.

No purchase necessary to enter or win.

Eligibility Requirements

1. **Students**: High school student entrepreneurs who are the age of fourteen (14) or older are eligible to enter. The students must reside in or attend school full time in one of the following states: Colorado, Oklahoma, New Mexico, Texas, Louisiana, Wyoming, Montana, or Kansas.
2. **Industry Focus**: The product described in your Entry must be relevant to the snack food market. A minimum of 30% of the product must be comprised of real dairy ingredients (no

Dairy Alternative ingredients). Dairy MAX reserves the right to utilize the product, concept, and prototype described in your Entry in promotional materials.

3. **Sustainability Practices**: Entries should showcase a commitment to sustainable and ethical practices, particularly in the sourcing of dairy products.
4. **Compliance**: The product described in your Entry must comply with all applicable legal and regulatory requirements.
5. **Competition Schedule**: Finalists **must** be able to attend/participate in **all** scheduled Competition events, including 4 virtual and 3 in person events, and participate in a post-Competition exit interview. See the below “Competition Schedule” section for dates.
6. Parent/legal guardian consent is required for every Entrant under the age of eighteen (18).
7. Employees of Dairy MAX and its parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development, production, or distribution of Competition materials and persons who are immediate family or who reside in the same household as persons in the preceding categories are not eligible to participate.

If you are selected as a finalist, your journey as a finalist begins with participating in the “**How to Pitch**” workshop. In addition, all mentorship sessions, both in person and virtual, are required for each finalist to attend and refine your product pitch. We eagerly anticipate your participation and look forward to witnessing the innovation and creativity you bring to the table.

Competition Schedule

- **Application Invitation**
May 5-16, 2025
Aug. 20-29, 2025
- **Application Deadline**
Fri., Sept. 19, 2025, at 11:59 PM CST
- **Finalist Notification**
Wed., Oct. 8th, 2025
- **Competition Kick-Off | Nov. 7-9, 2025**
Mentor introductions, informational session and “How to Pitch” workshop
The Spur, Denver, CO
- **Mentor Meetings | Dec. 1-5, 2025**
Virtual
- **Product Prototype & Testing | Jan. 9-12, 2026**
The Spur, Denver, CO
- **Mentor Meetings | Feb. 23-27, 2026**
Virtual

- **Mentor Meetings | March 30-April 3, 2026**
Virtual
- **Mentor Meetings | May 18-22, 2026**
Virtual
- **Final Pitches | June 12-14, 2026**
The Spur, Denver, CO
- **Post Competition Exit Interviews | June 17-19, 2026**
Virtual

Cash Prizes

1. First Place: \$10,000
2. Second Place: \$5,000
3. Third Place: \$3,000
4. Fourth Place: \$1,000
5. Fifth Place: \$1,000

The “Cash Prize” is restricted funding and must be used for the following purposes:

1. Scholarship for recipient of Cash Prize to attend post-secondary education or vocational training following high school; OR
2. IF recipient of Cash Prize is taking the product described in their Entry to market, Cash Prize can be used for the following instead of as a scholarship: advertising-related expenses to promote the winning product, emphasizing the dairy ingredients and supporting the dairy farmer producer; design and creation of product packaging; website design focusing on the winning product to effectively reach consumers; and research and development of additional dairy-based products.

Cash Prize must NOT be used for any of the following purposes: influencing government policy or action; labor costs; rent payments; expansion of facilities; or purchase of equipment.

Taxes are the sole responsibility of each winner. Each winner understands that Cash Prize awards valued at \$600.00 or greater must be reported on their tax return.

Judging Criteria

Judges selected by Dairy MAX will apply these criteria when initially evaluating each Entry, as well as during the final pitch competition for finalists, and will weight these criteria by the following percentages.

- **Product Concept Execution**
Worth 25% of overall score

The product should focus on a healthy snack that's exceptionally well developed, highly detailed and presented in a clear and compelling manner.

- **Product Innovation or Improvement**

Worth 15% of overall score

The snack concept should be innovative, offering unique features that significantly differentiate it from existing products.

- **Real Dairy Ingredients**

Worth 30% of overall score

Real dairy ingredients should be prominently featured in the product and its marketing as one of the top five ingredients.

- **Viability Commercially**

Worth 10% of overall score

The snack concept should demonstrate high commercial viability with minimal barriers to market entry.

- **Meet Consumer Demand for Youth Snack**

Worth 20% of overall score

The product should strongly meet or exceed the consumer demand and be likely to appeal to the target audience.

Additional Rules

- Competition and Competition Rules are subject to all applicable federal, state, and local laws and regulations.
- All electronic communication with Entrants under age eighteen (18) concerning the Competition will be shared with both the Entrants and their parent/legal guardian.
- Dairy MAX reserves the right to modify the Competition and/or Competition Rules if a problem occurs.
- Reasonable airfare and hotel for Competition events described herein will be coordinated through and paid for by Dairy MAX for Competition finalists only. Meals at Competition events described herein will also be provided by Dairy MAX for Competition finalists only.
- **Use of Entrant's Name, Likeness, and Product:** By entering the Competition, each Entrant grants to Dairy MAX the right and permission to publish, reproduce, or otherwise use **the Entrant's name, likeness, and image, and/or written material and photographs about or by the Entrant, and the product, concept, and prototype described in Entrant's Entry**, singularly or in conjunction with other photographs or other images or written material, for advertising, publicity, commercial or other business purposes related to the Competition, including, but not limited to, publishing on the internet and in emails. Each Entrant understands that the copyright for all photographs or other images of such Entrant

and the product, concept, and prototype described in Entrant's Entry will be held by Dairy MAX. Each Entrant understands that this copyright includes, without limitation, any and all rights to include such photographs, recordings, or other images of such Entrant and the product, concept, and prototype described in Entrant's Entry in any future publication of Dairy MAX, in any format or media, related to the Competition. By entering the Competition, each Entrant grants to Dairy MAX the authority:

1. to reproduce and use such Entrant's name, the photographs or other images of such Entrant, and the product, concept, and prototype described in Entrant's Entry, in all domestic and foreign markets; and
 2. to authorize others to reproduce and use such Entrant's name, the photographs or other images of such Entrant, and the product, concept, and prototype described in Entrant's Entry.
- By entering the Competition, each Entrant waives:
 1. all rights to compensation for any use of such Entrant's name, regardless of how it is displayed;
 2. all rights to compensation for any of the photographs or other images of such Entrant, regardless of how they are displayed;
 3. all rights to compensation for any use of the product, concept, and prototype described in Entrant's Entry, regardless of how they are displayed; and
 4. any right to inspect or pre-approve the manner in which such Entrant's name, the photographs or other images of such Entrant, or the product, concept, and prototype described in Entrant's Entry appear in printed or electronic form.
 - **Indemnification:** By entering the Competition, Entrants agree to release, discharge, and hold harmless, Dairy MAX and its partners, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development or production of this Competition, from all claims or damages arising out of participation in both this Competition and/or any Prize awarded.
 - **Winners List:** To receive a list of winners, mail a self-addressed, stamped envelope to:
ATTN: Competition Winners Report, 2214 Paddock Way Drive, Suite 600, Grand Prairie, TX 75050
 - **Sponsor:** Dairy MAX, Inc., 2214 Paddock Way Drive, Suite 600, Grand Prairie, TX 75050
 - Void where prohibited.