



# Competition Schedule

*Dairy Innovation Snack Competition presented by Dairy MAX*

## Application Process

### 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 Process

### 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*

*\*there will be several webinars throughout the competition dates TBD*