Snack Food Pitch Competition

Timeline & Checklist

**May-September**

* *Brainstorm initial product ideas*
* *Complete Student Presentation Template*

***September 18, 2025-SUBMIT***

**November: Kickoff**

* *Meet your mentor in person*
* *Review project expectations and judging criteria*
* *Begin thinking about product name and concept*

**December: Concept Development**

* *Finalize product idea*
* *Identify key real dairy ingredients*
* *Start initial formulation ideas*
* *Research potential target consumers and market needs*

**January: Testing & Refinement**

* *Create prototype formulations*
* *Conduct in-person consumer testing session*
* *Gather and analyze feedback*
* *Start developing packaging ideas and supply chain needs*

**February: Product Finalization**

* *Refine product formulation based on feedback*
* *Finalize product name*
* *Develop packaging design concepts*
* *Outline basic supply chain plan (ingredients, production, distribution)*

**March: Go-to-Market Planning**

* *Develop your go-to-market strategy*
* *Consider pricing, placement, and promotion plans*
* *Ensure product aligns with commercial viability standards*

**April: Nutrition & Labeling**

* *Create draft nutrition facts panel*
* *Ensure label meets regulatory guidelines*
* *Finalize product story and consumer messaging*

**May: Presentation Development**

* *Build your final presentation using the provided template*
* *Focus on highlighting:* 
  + *Product Concept Execution*
  + *Dairy Innovation & Use of Real Dairy Ingredients*
  + *Commercial Viability*
  + *Consumer Demand Met*
* *Practice presentation with mentor feedback*

**June: Final Pitch!**

* *Deliver your pitch to the judging panel*
* *Showcase your product, strategy, and innovation*
* *Celebrate your work!*