

# Plant-Based Foods Product Development and Marketing Competition

## APPETIZERS

### REGISTER AT THE QR CODE BELOW! THERE IS A GREAT CHANCE TO WIN!

Purdue University's Food Science Department is spearheading the Plant-Based Foods Innovation and Product Development Competition in collaboration with departments across the university and the Young Family. Each team will receive a \$500 development allowance, fostering creativity and innovation while providing hands-on experience in product design, consumer engagement, and advancing the future of plant-based foods. Please plan to attend the first or second information session for more information.

### TEAM COMPOSITION GUIDELINES:

- **Team Size:** 2-4 students per team
- **Core Requirements:**
  - Each team **must include at least one Food Science** student to lead product development
  - Each team **must also include at least one student from a complementary discipline**, such as Business, Communication, Marketing, Agricultural Economics, Public Relations, or related fields.
  - Students from **Science, Engineering, and other STEM** fields are welcome to join the teams.
- Teams may consist of **graduate or undergraduate students**. If a graduate student is on the team, there must be **at least one undergraduate member**.
- Each team must designate a **team leader**, who must be a **Food Science Student**. The team leader is responsible for coordinating logistics, submitting ingredient orders, booking kitchen time, and communicating with the competition coordinator.

### BASIC CONTEST GUIDELINES

- All teams should be prepared to deliver a 20 minute presentation about their product, its marketability, and provide a sample of their product for the judges to taste.
- A summarizing report of your product will be submitted before the final judging.
- A rubric and outline for the report will be developed and distributed to the teams after registration closes.
- The students will be allowed access to a 'Box' file which will contain all necessary documents, calendar dates, and important information during the duration of this competition.

### PRIZES

1ST PLACE: \$10,000  
2ND PLACE: \$7,500  
3RD PLACE: \$5,000  
4TH PLACE: \$1,000  
5TH PLACE: \$1,000

SUBMISSIONS DUE: 11/07/2025

JUDGING: 03/31/2025

WINNERS ANNOUNCED:

04/01/2025

### Questions??

Contact Elise Whitley  
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There will be a \$500 allowance given to each team

### TEAM LEADERS REGISTER HERE:



## PRODUCT GUIDELINES

- The product must fall into the **'appetizer'** category. Any country's appetizers can draw inspiration for the product.
- No meat, eggs, cheese, dairy, or any animal product can be used in the product.
- The flavor profile must be savory (umami, salty, spicy).
- The product should contain a form of imitation meat that is created from any plant-based source.
- The product must use either a complete protein source (buckwheat, soy, quinoa) or combine different plant ingredients to make a complete protein source (must contain all 9 essential amino acids).
- The product must be innovative in some way, as in, something novel or extremely uncommon.
- The product should be able to be easily frozen and then reheated in some way (example: frozen pork gyoza).

## COMPETITION TIMELINE

09/12/2025	Promotions begin
09/19/2025	Registration opens (Purdue Qualtrics survey)
09/22/2025	Information Session 1 (6pm NLSN 1195)
09/30/2025	Information Session 2 (6pm KRAN G002)
11/07/2025	Registration closes
12/05/2025	Pitch Day (students present their concept)
12/12/2025	Teams are informed of their pitch status (top 10 teams are invited to continue)
01/12/2026	Product Development begins
02/23/2026	Team leaders have a check-in with the competition coordinator
03/23/2026	Final Reports Due
03/30/2026	Final Presentations Due
03/31/2026	Judging Day   Morgan Room, NLSN (top 5 decided)
04/01/2026	Reception   Marriott Hall   3-5:30pm