



RULES FOR

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EGGCELERATOR LAB™  
**NEW PRODUCT DEVELOPMENT  
COMPETITION\***

*\*Eligibility for college and university-level students.*

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**AMERICAN  
EGG BOARD**



## **Eggcelerator Lab™ Product Development Competition**

**The Eggcelerator Lab is now accepting entries for its 2023-2024 Product Development Competition through January 16, 2024.**

### **BACKGROUND**

The American Egg Board's ("AEB") newly established Eggcelerator Lab is excited to launch its Product Development Competition ("the Competition"). This inaugural competition will engage, excite, and encourage students to think big by showcasing their knowledge, expertise, and ideas in creating snack food products that include eggs. Students, tomorrow's food product developers, can showcase novel ways to use egg ingredients in products that help meet today's consumer preferences for new types of snacks.

Ongoing research continues to confirm that snacking is a huge opportunity to drive growth with new products. As Americans have more access to information about their food sources, healthy living options and new food choices, eggs are an ingredient that has endless nutritional and functional benefits that can transform new products.

Undergraduate and graduate students in the United States are eligible to compete by developing innovative new snack food products incorporating egg as an ingredient. Successful entries will meet specific competition criteria demonstrating innovation and providing value to consumers.

AEB's Eggcelerator Lab is the egg industry's innovation center, created to spearhead innovation and deliver new egg-based product ideas to market. The Eggcelerator Lab is addressing consumer needs through transformative products and technologies that capitalize on the functional and nutritional benefits of the incredible egg.

### **ELIGIBILITY**

- Each team member must be registered as an ungraduated or graduate student at the college or university ("University") he or she is representing during the 2023-24 academic year.
- University must be located in the United States.
- All submissions must be the work of students under the supervision of a faculty adviser; student and faculty advisor are each responsible for assuring the rules are being followed.
- Only team entries (minimum of two individuals) will be accepted, with no limit on the number of entries per University. Only one entry per team.



- There is no limit to the number of team members, but all team members must attend the same University.
- Entries must be the original work of the team. Elements of an entry may be derived from a previous research project, development project, or course, but entries must not:
  - Be entered into more than one product development contest within the same academic year;
  - Be subject to any licensing agreement or other intellectual property restriction; or
  - Be commercially marketed.

## **COMPETITION INFORMATION**

### **Objective and Product Guidelines**

- Develop an innovative snack food product containing egg as an ingredient.
- The new product must follow the guidelines below:

Must contain eggs or egg products (egg product definition can be found at <https://www.ecfr.gov/current/title-21/chapter-I/subchapter-B/part-160>)

- Must provide a **good** source of protein per reference amount with the majority of protein coming from eggs. The product should contain 10% or more of the Daily Value -please follow [this](#) link for more info.
- Be fit for human consumption.
- Failure to meet these guidelines will lead to disqualification of your submission.
- ALL PRODUCT FORMULATIONS REMAIN PROPERTY OF THE STUDENTS, TEAM, AND/OR UNIVERSITY IN ACCORDANCE WITH THE UNIVERSITY'S OWN POLICY.

### **Resources Provided by AEB:**

- Egg Insights & Trends ([insert link to access this deck](#))
- Proprietary Snacking Trends, available upon request ([insert link to send email to request this deck](#))

## **PRELIMINARY ROUND PROCESS**

A Competition Submission Letter and Preliminary Report must be submitted to Elisa Maloberti at [emaloberti@aeb.org](mailto:emaloberti@aeb.org) by no later than January 16, 2024.

**Competition Submission Letter** must include:

- Names of all students participating as part of the team
- Students' school affiliation



- Faculty advisor form
- Ingredient supplier names
- Email and contact number of the team captain or the designated team contact

**Preliminary Report** must follow these guidelines:

- The Preliminary Report must include the following components:
  - Title page (not included in page limit)
  - Product description (in this section, in addition to the product description and other relevant details, please also ensure that you clearly highlight that your product meets the guidelines as set forth in the “competition details” section on page 2 of this document)
  - Feasibility of production and/or process description
  - Marketability/target market
  - Preliminary sensory data
  - Demonstrate how the product is linked to Eggcelerator Lab’s Consumer Insights
  - Use of egg as an ingredient and the finished food product being able to make a ‘Good Source of Protein’ claim with the majority of protein attributed to egg
  - List of citations (not included in page limit)
  - Process flow diagram (not included in page limit)
  - Photograph of product (one 5 X 7; not included in page limit)
  - Any other tables and figures to support the text (not included in page limit)
- The report must **NOT** indicate University affiliation, student or adviser names, or ingredient supplier names (unless an integral part of the ingredient name)
- The report must not exceed five pages, double-spaced, font size minimum 11.
- The preliminary report will be judged on the following criteria:

<b>Preliminary Report Criteria</b>	<b>50 Points Total</b>
Originality	10
Alignment to consumer insights	10
How product uses egg’s functional & nutritional benefits	5
Product description	5
Process description	5
Commercial feasibility / problem solving	5
Marketing	5
Shelf life / safety	5

- Teams will be notified by January 30, 2024 whether or not they have been selected to move forward to the Consultative session with Egg Industry Experts. The number of teams selected to move forward will depend on the number of entries.

### **Consultative Session with Egg Industry Experts**

Teams that are selected to move forward will be invited to participate in a one-time 60-minute consultative video call session with a group of egg experts for an opportunity to ask technical



questions related to your product. This session will take place during February 2024 at a mutually convenient day and time.

## **FINALIST PROCESS**

### **Final Written Report**

Upon invitation, teams will submit a full project report which will be reviewed by a panel of judges selected by AEB. The Final Report with accompanying Competition Submission Letter must be emailed to Elisa Maloberti ([emaloberti@aeb.org](mailto:emaloberti@aeb.org)) no later than **March 27, 2024**. The Competition Submission Letter must again include school affiliation, student names, adviser names, or ingredient supplier names along with the email and contact number of the team captain or the designated team contact. The report must be composed by at least one student team member with guidance from the designated faculty adviser.

Guidelines for the Final Report include, but is not limited to:

- Title page (not included in page limit)
- Product description
- Feasibility of production and/or process description
- Marketability/target market
- Egg or Egg Product functional use (role of egg in finished product – consistent with above) ingredient functionality in product
- Demonstrate how the product is aligned with provided consumer insights
- Sensory evaluation
- Safety/shelf life
- Nutrient analysis substantiating the product is capable of making a 'Good Source of Protein' claim and the majority of protein is derived from egg ingredients (not included in page limit)
- Challenges-encountered during the process and how they were solved
- List of references (not included in page limit)
- Process flow diagram (not included in page limit)
- Photograph of product (one 5 X 7; not included in page limit)
- Any other tables and figures to support the text (not included in page limit)
- Must NOT exceed 10 pages, double-spaced, font size minimum 11
- Must NOT indicate school affiliation, student or adviser names, or ingredient supplier names (unless an integral part of the ingredient name)

### **Webinar Presentation**

Invited teams will submit the product for sampling and present via webinar for final judging. The webinar will be presented during the **third or fourth week of April 2024** (details to come closer to the finals) at a mutually agreed-upon time by teams and judges. The panel of judges will include egg industry experts and members of the AEB. Additional webinar guidelines include:



- Presentations will be made by a maximum of three student team members.
- Questions from judges may be answered by any student team members (with no participation from faculty advisers).
- Each presentation will be no longer than 25 minutes (15 minutes presentation and 10 minutes of additional time for Q&A).
- A judging panel will make the final assessment and selection. The panel will include objective experts from the egg industry and members of AEB.
- Winners will be evaluated and selected based on the final report, webinar presentation and final product tasting.

### Product Sampling

- Finalists must submit enough product samples for 18 servings.
- All product samples should include clear and proper storage, preparation and serving instructions.
- Product samples must arrive no later than April 11, 2024.
- All samples should be sent to American Egg Board, attention Elisa Maloberti, 8755 West Higgins Road, Suite 300, Chicago, IL 60631.

### Evaluation Criteria

<b>Final Written Report</b>	<b>50 Points Total</b>
Originality	10
Alignment to consumer insights	10
How product uses egg's functional & nutritional benefits	5
Product description	5
Process description	5
Commercial feasibility / problem solving	5
Marketing	5
Shelf life / safety	5
<b>Webinar Presentation</b>	<b>50 Points Total</b>
Organization & thoroughness of presentation	20
Professionalism of team member(s)	10
Enthusiasm of team member(s)	5
Quality of slides	5
Use of egg and snack trends to support rationale	5
Handling of questions	5
<b>Product Sampling</b>	<b>100 Points Total</b>
Meets expectations (overall liking)	20
Flavor / aroma	20
Texture / body / appearance	20
Ease of use / consumption	20



Packaging	10
Prominence of eggs and egg products	10
<b>TOTAL EVALUATION</b>	<b>200 POINTS</b>



## **PRIZES**

A combined \$16,000 in cash prizes will be awarded:

- \$8,000 for first place
- \$5,000 for second place
- \$3,000 for third place

ALL APPLICABLE TAXES ON ANY PRIZES WON ARE THE SOLE RESPONSIBILITY OF THE WINNERS.

## **WINNER NOTIFICATION AND AWARD CEREMONY**

- Teams will be notified by January 30, 2024 whether or not they have been selected to move forward to the Consultative Session with Egg Industry Experts.
- The top three winning teams will be notified via email by May 10, 2024, and invited to be honored at the Institute of Food Technologists Annual Meeting in Chicago, IL from July 14-17, 2024. The exact date and time will be communicated closer to the meeting date.
- AEB will provide up to \$1,000 in total per winning team that can only be used to support travel for up to three members from the winning teams to attend the Institute of Food Technologists Annual Meeting in Chicago, IL from July 14-17, 2024. Additionally, AEB will also provide up to \$300 per team to cover part of registration expenses for the IFT meeting for those three winning team members.
- Cash awards will be distributed during the IFT meeting. In the event the students are not able to attend, award cheques will be sent to faculty adviser within 30 days of the meeting, for distribution to team members of the school.

**PUBLICITY GRANT:** By entering into the Competition, each student agrees: (1) to grant AEB a royalty-free, irrevocable, perpetual, non-exclusive license to publish, use, and display students' names and likeness, as well as their entered snack food product, including the recipes, product formulations and process descriptions, in AEB's promotion of its programs and in industry-related communications, publications, and websites and (2) to be available for press interviews, as reasonably requested.

**RELEASE:** By participating in Competition, on behalf of themselves, their faculty advisor, and University, entrants and winners agree to release and hold harmless AEB and all of their respective officers, directors, employees, representatives and agents (collectively, "**Released Parties**") from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in the Competition, or possession, acceptance and/or use or misuse of prize or participation in any Competition-related activity and for any claims based on publicity rights, defamation, or invasion of privacy.





## MISCELLANEOUS

By participating in this Competition, students agree to be bound by these Official Rules and agree that the decisions of AEB will be valid and binding in all matters regarding the Competition.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision, provided removal of the invalid or unenforceable provision does not deprive these Official Rules of their key or core provisions. AEB's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

With reasonable notice to entrants, AEB reserves the right to modify these Official Rules if necessary.

The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules, including, without limitation, the Competition. Any controversy or claim arising out of or relating to these Official Rules and/or the Competition shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in Illinois. These Official Rules and the interpretation of its terms shall be governed and construed in accordance with the laws of the State of Illinois without regard to its conflicts of laws rules. The parties agree to share equally all fees and costs of arbitration. For any matters which are not subject to arbitration as set forth in these Official Rules and/or in connection with the entering of any judgment on an arbitration award in connection with these Official Rules and/or the Competition, the parties irrevocably submit and consent to the exclusive jurisdiction and venue of the state and federal courts located in or closest to Cook County in the State of Illinois. The parties agree not to raise the defense of *forum non conveniens*.

**SPONSOR**: American Egg Board, 8755 W. Higgins Road, Suite 300, Chicago, IL 60631.

**QUESTIONS & COMMENTS**: If you have any questions or comments about these Official Rules or the Competition, please contact Elisa Maloberti at [emaloberti@aeb.org](mailto:emaloberti@aeb.org).