



BROUGHT TO YOU BY
**AMERICAN
EGG BOARD**

Eggcelerator Lab® Product Development Competition

**The Eggcelerator Lab® is now accepting entries for its
2024-2025 Product Development Competition through January 21, 2025.**

BACKGROUND

The American Egg Board's ("AEB") Eggcelerator Lab® is excited to launch its 2025 Product Development Competition ("the Competition"). This competition will engage, excite, and encourage students to think big by showcasing their knowledge, expertise, and ideas in creating food products that focus on New and Novel Uses for Egg Yolks. Eggs are an ingredient with endless nutritional and functional benefits that can transform and create new products. 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 food products.

Undergraduate and graduate students enrolled in institutions within the United States are eligible to compete by developing innovative new 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 help bring new egg-based product ideas to market through unparalleled insights and proven innovation methodologies, along with unmatched technical, functional, culinary & nutrition expertise. The Eggcelerator Lab® is addressing consumer needs through transformative products and technologies that capitalize on the unique functional and nutritional benefits of the incredible egg.

ELIGIBILITY

- Each team member must be registered as an undergrad or graduate student in good standing at the college or university ("University") he or she is representing during the 2024-25 academic year studying food science & technology, culinary arts or related degree areas. All team members must be enrolled at the same institution.
- University must be located in the United States or in one of the U.S. Territories
- All submissions must be the work of students under the supervision of a faculty adviser employed at the same institution where the student team is enrolled; student and faculty advisor are each responsible for assuring the rules are being followed.
- Only team entries (minimum of 2 students but no more than 3 students) will be

- accepted. Only one entry per team. All team members must meet eligibility criteria.
- Multiple applications are permitted from the same institution, but individual students may only participate in one (1) team's submission during the Overall Competition Period.
 - Faculty advisors may serve as an advisor to more than one team from the same institution.
 - All required elements must be submitted at the same time.
 - 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.
 - All written and spoken portions of the submission must be in the English language.

COMPETITION INFORMATION

Objective and Product Guidelines

- Develop an innovative food product containing whole egg or egg yolk 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 contain at minimum 5% liquid whole egg of final formula weight, or at least 3% liquid yolk of final formula weight. Click [here](#) for conversion information for liquid/dried egg.
 - 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](#)

PRELIMINARY ROUND PROCESS

A Competition Submission Letter, Video Pitch and Preliminary Report must be submitted to Andrea Chan at achan@aeb.org no later than January 21, 2025.

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
- LinkedIn links (if applicable) of each Student Team Member and Faculty Advisor

Video Pitch

- Video clip no longer than 5 minutes containing:
 - Overview of prototype, highlight key ingredients and their functional contribution to the product.
 - Explanation of why the prototype is unique and appealing to the target audience.
 - Include photographs or video of your prototype and describe your team's vision for its branding/marketing
 - All team members have a speaking role.
 - Only team members may be depicted in the video. The video may not contain trademarks, service marks, logos, etc.
 - Videos (or excerpts) of selected finalists will be shared on the American Egg Board LinkedIn page on or about February 10, 2025, and the public will be polled on their favorite idea. Finalists and faculty advisor will be tagged by the page and are encouraged to share with their network for engagement and votes. The top three teams with the most votes on the American Egg Board LinkedIn page by March 28, 2025 will be awarded 10 bonus points in the Finalist Process.

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 information" section on page 2 & 3 of this document)
 - Feasibility of production and/or process description
 - Marketability/target market
 - Preliminary sensory data
 - Incorporate consumer trend information to support consumer acceptance of your product
 - Nutrient analysis per serving
 - Bonus points awarded if the product is able to make a "[good source](#)" or "[excellent source](#)" nutrient claim per reference amount, please follow this [link](#) for additional information
 - 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:

Preliminary Report Criteria	
Originality	20
Alignment to consumer insights	20
How product uses egg's functional & nutritional benefits	10
Product description	10
Process description	10
Commercial feasibility / problem solving	10
Marketing	10
Shelf life / safety	10
TOTAL EVALUATION	100 POINTS
Additional Bonus Points	
<ul style="list-style-type: none"> • Nutrient Claim 	10 POINTS

- Teams will be notified by February 3, 2025 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 5, 2025 through March 12, 2025 at a mutually convenient day and time. Invited teams will submit 6 product samples to the designated subject matter expert ahead of consultative session. American Egg Board will provide prepaid & pre-addressed FedEx labels to ship product samples to designated subject matter expert. Reach out to Andrea Chan at achan@aeb.org to request FedEx label.

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 Andrea Chan achan@aeb.org no later than **March 28, 2025**. 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:

- 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 per serving
 - Bonus points awarded if the product is able to make a “[good source](#)” or “[excellent source](#)” nutrient claim per reference amount, please follow this [link](#) for additional information
- 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 **fourth week of April 2025** (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 all 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.
- Reach out to Andrea Chan achan@aeb.org to request a pre-paid and pre-addressed FedEx label.
- Product samples must arrive no later than April 18, 2025.
- All samples will be sent to Andrea Chan, c/o American Egg Board, 10255 West Higgins, Suite 800, Rosemont, IL 60018

Evaluation Criteria

Final Written Report	100 Points Total
Originality	20
Alignment to consumer insights	20
How product uses egg's functional & nutritional benefits	10
Product description	10
Process description	10
Commercial feasibility / problem solving	10
Marketing	10
Shelf life / safety	10
Webinar Presentation	100 Points Total
Organization & thoroughness of presentation	30
Professionalism of team members	30
Enthusiasm of team members	10
Quality of slides	10
Use of egg and consumer trends to support product rationale	10
Handling of questions	10
Product Sampling	100 Points Total
Meets expectations (overall liking)	20
Flavor / aroma	15
Texture / body / appearance	15
Ease of use / consumption	20
Packaging	10
Prominence of eggs and egg products	10
Bonus points at individual judges' discretion for overall submission	10
TOTAL EVALUATION	300 POINTS
Additional Bonus Points	
<ul style="list-style-type: none"> • Nutrient Claim • Most LinkedIn Votes for Top 3 Teams 	10 POINTS 10 POINTS



BROUGHT TO YOU BY
**AMERICAN
EGG BOARD**

PRIZES

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

- \$8,000 USD for first place
- \$5,000 USD for second place
- \$3,000 USD 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, 2025 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 9, 2025, and invited to be honored at the IFT FIRST Annual Event & Expo in Chicago, IL from July 13-16, 2025. The exact date and time will be communicated closer to the meeting date.
- AEB will provide up to \$1,000 USD 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 IFT FIRST Annual Event & Expo in Chicago, IL from July 13-16, 2025. Additionally, AEB will also provide up to \$300 USD per team to cover part of registration expenses for the 2025 IFT FIRST Annual Event & Expo for those three winning team members. If no team member is able to travel on designated dates, the financial support for travel and event registration will be forfeited.
- Cash awards will be distributed during the 2025 IFT FIRST Annual Event & Expo in Chicago. 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 AND LICENSE

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' and faculty advisor's names and likeness, as well as their entered prototype, video(s), recipes, product formulations, process descriptions and other submissions, in AEB's promotion of its programs and in any and all media, including, without limitation, industry-related communications, publications, social media, 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

The following individuals are ineligible for this Competition, even if they otherwise meet the eligibility criteria set forth herein: employees, officers and directors of the American Egg Board, its advertising and promotion agencies, and any other entities or individuals involved in the execution, administration, judging or fulfillment of the Competition; along with the immediate family members (defined as parents, spouses, children and siblings: whether biological, adopted, step or in-law) and household members (whether related or not) of each of the foregoing.

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*.



BROUGHT TO YOU BY
**AMERICAN
EGG BOARD**

SPONSOR

American Egg Board, 10255 West Higgins Road, 8th Floor, Rosemont, IL 60018.

QUESTIONS & COMMENTS

If you have any questions or comments about these Official Rules or the Competition, please contact Andrea Chan at achan@aeb.org.

IMPORTANT DATES:

- Overall Competition Period - The overall Student Competition begins on July 17, 2024 and ends on or about July 14, 2025 (the first day of the IFT First Expo) when the winning team is announced at the 2025 IFT Annual Meeting and Expo in Chicago.
- Initial Application Period - July 17, 2024 through 11:59pm CST January 15, 2025.
- Preliminary Judging Period - January 16, 2025 through January 31, 2025
- Announcement of Student Teams Advancing to Consultative Session - February 3, 2025
- 60-Minute Consultative Session With Subject Matter Expert/s and Sample Arrival Period - February 5, 2025 through March 14 2025
- LinkedIn Online Voting Period – February 10, 2025 through March 28, 2025
- Final Report Submission Deadline – March 28, 2025
- Sample Arrival at The American Egg Board – April 15-18, 2025
- Finalist Virtual Judging Date – April 24, 2025
- Finalist Notification Deadline – May 9, 2025



BROUGHT TO YOU BY **AMERICAN
EGG BOARD**

- Winner Notification at IFT FIRST Annual Event & Expo in Chicago, on or about July 14, 2025