



Food Product Development Contest

Celebrating Northwest Ohio's Specialty Foods

The Center for Innovative Food Technology (CIFT) is celebrating northwest Ohio's food industry as well as building upon the rich history of food production through the 5th *annual Food Product Development Contest*. The contest is designed to assist in advancing northwest Ohio's signature items to market. Restaurant owners and entrepreneurs are encouraged to submit their product idea for review based on the following guidelines.

Contest Rules:

- 1) The business must be located in northwest Ohio.
- 2) The award winner must demonstrate ability to commercialize the product.
- 3) It must be a viable product as determined by a panel of judges.
- 4) The product should be the applicant's first commercial product for market.
- 5) All ingredients must be FDA approved, fit for human consumption and contain no alcohol.
- 6) No inappropriate content will be accepted on the packaging or labeling.
- 7) The judges' ruling is final.
- 8) CIFT will be permitted to promote the winner in various publications and at events, as appropriate.
- 9) One product per applicant will be reviewed.

Completed application form must be submitted by Friday, May 25, 2012.

CIFT will review all applicants and select semi-finalists to meet with a panel of judges consisting of industry experts. Applicants will provide samples of the product and discuss market opportunities and business plans. Applicant must be the person representing the product during the judging phase in order to be considered. CIFT will provide the plates for sampling purposes.

Submitted products will be judged based on:

- Viability of product
- Soundness of commercialization vision
- Potential for success
- Commitment of submitter

In an effort to assist with the required steps necessary to advance a product to market, the following services will be provided to the winner through May 25, 2013:

- 1) Product and process development assistance
- 2) Nutritional analysis
- 3) Shelf life/stability testing
- 4) Review of trademark and copyright components
- 5) Coordination with Ohio Department of Agriculture for label approval
- 6) Provide contact information for label design, packaging, and ingredient sources
- 7) Business planning assistance
- 8) Attendance to three training seminars for free
- 9) Samples of product will be produced under sanitary conditions and following local, state and federal health regulations through the assistance of CIFT.

All applications received by CIFT will be reviewed and evaluated. Semi-finalists will then be selected to conduct an interview further defining the business strategies and vision for the product. A panel of judges will determine the winning entry.

Applications can be accessed online at www.ciftinnovation.org. Completed applications can be faxed to 419-531-8465 or mailed to: Center for Innovative Food Technology, c/o Paula Ray, 5555 Airport Hwy., Ste. 100, Toledo, OH 43615-7320. Call 419-535-6000, ext. 117 with questions.



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Deadline is Friday, May 25, 2012.

Name:

Address:

City:

State:

Zip:

Phone:

Fax:

Email address:

Business name:

Product name:

Product description:

Do you own your own restaurant?

Yes If "yes," list restaurant name:

No

What are your intended market outlets for this product?

What makes this product unique?

(MORE)

How do you envision it being packaged?

Why should someone buy this product?

At what price do you hope to sell the product?

Have you already sold any of this item?

Is this a low acid or acidified food?

Completed applications can be 1) emailed to Paula Ray at pray@ciftinnovation.org, 2) faxed to Paula at 419-531-8465, or 3) mailed to Center for Innovative Food Technology, c/o Paula Ray, 5555 Airport Hwy., Ste. 100, Toledo, OH 43615-7320.