



## Student Marketing Case Competition Food Distribution Research Society

**Philadelphia  
October 10-11, 2015**

This year's competition will take place during the Food Distribution Research Society's Annual Meeting at the Wyndham Hotel in Philadelphia's Historic District. Teams consist of 3 to 5 undergraduate and masters students, however the majority of the team members must be undergraduate students. Registration fees are \$350 and teams should register for the competition no later than September 15, 2015. Registration includes attendance to all FDRS case events. For more information, please contact contest organizers Lindsey Higgins ([lhiggins@calpoly.edu](mailto:lhiggins@calpoly.edu)) or Lurleen Walters ([lwalters@agecon.msstate.edu](mailto:lwalters@agecon.msstate.edu)) Additional information available at [fdrsinc.org](http://fdrsinc.org).

Live case study competition  
at the 2015 FDRS meeting

University students get the opportunity to play the role of consultants, competing to give a live presentation for a mystery company over this two day event. Students will make their bid presentation to the company's executive team. This real world challenge provides students the opportunity to apply their knowledge of food distribution, marketing, management, economics, and merchandising.

Representatives from the sponsoring company will be on hand to present the case on Saturday morning. Details of who this company is will be withheld from all teams until the morning of the contest, however registered teams will receive some topic guidance and additional instructions two weeks before the contest. Student teams will have Saturday afternoon to craft their presentation and prepare for the first round of competition on Saturday evening, with the final round Sunday morning. The top three teams will split \$1000 in prize money.



**2014 FDRS  
Student Case Competition  
1st Place Team**

**University of Kentucky**

Pictured from left to right: coach Dr. Tim Woods, Patrick Balling, Chandler Purdom, Macie Mattmiller, and Jose Marin