



Student Food Marketing Challenge

Food Distribution Research Society

Honolulu, HI

Live Case Study Competition at the 2017 FDRS Meeting

The 2017 Annual Meeting of the Food Distribution Research Society will be held at the Hilton Waikiki Beach Hotel from Friday October 20 – Tuesday October 24. The Student Food Marketing Challenge will be held on October 21st and 22nd.

The competition provides students the opportunity to play the role of consultants for an industry client, as they apply their knowledge of food distribution, marketing, management, economics, and merchandising to a real world problem. A mystery company issues a challenge on the first day of the competition, after which student teams compete to give a bid presentation to the company's executive team in the final round. Details about the company are withheld from all teams until the morning of the contest, however registered teams will receive some guidance on preparation two weeks prior.

Teams can consist of 3 to 5 undergraduate and masters-level 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, 2017. Registration includes attendance to all FDRS case events.

For more information, please contact contest chair, Lurleen Walters, at Lurleen.Walters@msstate.edu. Additional information is available at the FDRS website: www.fdrsinc.org.



**2016 FDRS
Student Food Marketing Challenge
1st Place Team**

Texas A&M University

From left to right: Dr. Senarath Dharmasena,
Joseph Simmons, Chandler Johnstone,
Lauren Friend, and Gabrielle Cowart

