



The 2019 Annual Meeting of the Food Distribution Research Society will be held at the Seattle Marriott Waterfront - Seattle, Washington, from October 18<sup>th</sup> – October 22<sup>nd</sup>. The Student Food Marketing Challenge will be held over one day on October 19<sup>th</sup>. 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. Teams should register for the competition no later than September 2, 2019. Registration includes attendance to all FDRS case events. For more information, please contact contest chair Elizabeth Canales ([elizabeth.canales@msstate.edu](mailto:elizabeth.canales@msstate.edu)).

**Oct. 19<sup>th</sup>, 2019**  
**Seattle, Washington**

## STUDENT FOOD MARKETING CHALLENGE

University students get the opportunity to play the role of consultants, competing to give a live presentation for a client company over this 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.

Teams will be provided details of the company and the case challenge several weeks in advance. Teams will also be able to interact with the client via conference call prior to the day of the competition. Representatives from the sponsoring company will be on hand to give an overview of the case challenge and conduct team interviews on the day of the competition. The top three teams will split \$2,250 in prize money (\$1,000 for 1<sup>st</sup> place, \$750 for 2<sup>nd</sup> place, and \$500 for 3<sup>rd</sup> place).

### **2018 FDRS Student Food Marketing Challenge** ***First Place Team***

*California Polytechnic State University at San Luis Obispo*



*From left to right:*

Jenna Maturino, Mackenzie Zeimet, Dr. Cristina Connolly (team coach), Maya Capurro, and Valerie Perez.