



STUDENT FOOD MARKETING CHALLENGE

Oct. 22nd, 2022

The competition will be held virtually in 2022. Teams will receive a summary of an industry challenge 6 weeks before the conference and will be required to submit a 10-minute video as a response. Teams will have a Q&A session with the industry client before the deadline to submit their videos. A team of judges will evaluate the videos and select the finalists based on specific quality and creativity criteria. The top three teams will advance to the final round where they will have the opportunity to present their recommendations to the industry client via Zoom.



Teams should register for the competition no later than August 26th, 2022.

Teams can consist of 3-5 undergraduate and masters-level students; however, the majority of the team members must be undergraduate students. Registration fees are \$50 per team.

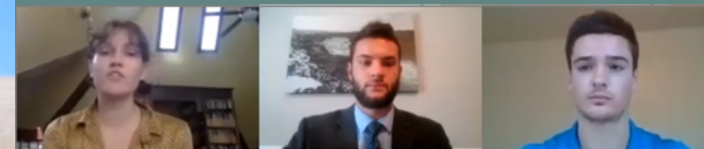
The winners will be announced during the FDRS conference, with cash awards for the top 3 teams.

2021 FDRS Student Food Marketing Challenge

First Place

The University of Kentucky

Team Coach: Dr. Tim Woods



Additional information
about the conference
available at
fdrsinc.org



FOOD DISTRIBUTION RESEARCH SOCIETY

Pensacola, FL

The 2022 Annual Meeting of the Food Distribution Research Society will be held at the Hilton Pensacola Beach - Pensacola, FL, from October 22nd - 25th.

The Student Food Marketing Challenge provides students with the opportunity to play the role of consultants and compete to give a presentation outlining their strategic recommendations in response to a marketing and food distribution challenge.

For more information about the challenge, please contact contest chair Dr. Ariana Torres (torres2@purdue.edu)