

**INSTITUTE OF FOOD TECHNOLOGISTS STUDENT ASSOCIATION & DISNEY  
CONSUMER PRODUCTS, INC. NUTRITIOUS FOOD FOR KIDS PRODUCT  
DEVELOPMENT COMPETITION AMENDED OFFICIAL RULES**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN, NOR WILL A PURCHASE IMPROVE ONE'S CHANCES OF WINNING.**

**1. SPONSOR:** Disney Consumer Products, Inc. ("Sponsor"), 500 South Buena Vista St., Burbank, CA 91521, is responsible for all legal aspects of this contest ("Contest").

**2. ADMINISTRATOR:** Institute of Food Technologists on behalf of the Institute of Food Technologists Student Association ("Administrator"), 525 West Van Buren St., Suite 1000, Chicago, IL 60607, an independent administrative and judging organization whose decisions are final and binding as to all aspects of the Contest, is responsible for all administrative aspects of this Contest.

**3. BRIEF OVERVIEW OF CONTEST:**

[1] This is a Contest to be conducted in two rounds during the period commencing at 12:01 A.M., September 12, 2011, and ending at 11:59:59 P.M., June 28, 2012 ("Entry Period") for each contestant team ("Team"),

[2] Composed of two (2) to five (5) persons (individually, a "Member"),

[3] To compete in the selection of five (5) winning preliminary proposals for a market-relevant, delicious and nutritious food or beverage snack that integrates at least one of the following in a product targeted to children 10 and younger for a retail outlet:

- A fruit
- A vegetable
- Low-fat dairy product, and/or
- Whole grains

[4] Subject to the execution by each Team Member of the Copyright and Confidentiality Agreement provided by Sponsor and the terms of these Rules, Sponsor shall make available to each Team certain Disney characters to develop their products, such characters and depictions of such characters, and accompanying artwork, designs and/or other elements, as may be designated by Disney. In order to be able to use such Disney intellectual property to create a Team's preliminary and final proposals, each Team Member must download, sign and return the Copyright and Confidentiality Agreement to Sponsor. Teams may only use the Disney intellectual property made available to the Team by Sponsor for their product proposals submitted in this Contest.

Each Team must develop its product proposal around ONE AND ONLY ONE of the following Disney franchises:

- Characters from the Disney Standard Characters franchise (i.e., Mickey Mouse, Minnie Mouse, Donald Duck, Daisy Duck, Pluto and Goofy)

- Characters from the Disney/Pixar Cars franchise (i.e., Lightning McQueen, Sally, Fillmore, Boost, DJ and Mater)
- Characters from the Disney Princess franchise and the underlying films (i.e., Aladdin, Beauty and the Beast, Cinderella, The Little Mermaid, Mulan, Pocahontas, The Princess and the Frog, Sleeping Beauty, Snow White and the Seven Dwarfs and Tangled)(i.e., Jasmine, Belle, Cinderella, Ariel, Mulan, Pocahontas, Tiana, Aurora, Snow White and Rapunzel)
- Characters from the animated television series Jake and the Never Land Pirates (i.e., Jake, Izzy, Cubby, Skully, Captain Hook, Mr. Smee, Sharky and Bones, Marina the Mermaid, Tick-Tock the Crocodile)
- from the animated television series Disney Phineas and Ferb (i.e., Phineas, Ferb, Perry/Agent P, Candace, Jeremy, Buford and Dr. Doofenshmirtz)

Teams can learn more about the Disney characters at [www.disney.com/characters](http://www.disney.com/characters).

**[5]** For the first round, Teams must enter the Contest by submitting Preliminary Proposals, due on or before February 15, 2012, which will be judged by Administrator-appointed judges (“Judges”) to select five (5) finalist Teams (individually, “Finalist”), by applying the following judging criteria for a total of 100 points:

- Product Description 20 points
- Nutritional Value & Benefit 20 points
- Commercialized Process Description 20 points
- Product Quality and Safety 20 points
- Consumer Appeal, Novelty, Relevance & Storytelling 20 points

Additional details on the preliminary proposal criteria are located in Sections 9A & B of these Official Rules.

**[6]** For the second round, the five (5) Finalists Teams will each then submit their **Final Proposal, on or before May 25, 2012**, that is comprised of three parts (written, oral and sensory evaluation) from which the Judges will select the Grand Prize winner and the First Place Prize winner (individually, a “Winner” and a “Prize”) by applying the criteria.

Additional details on the finalist proposal criteria are located in Section 9B of these Official Rules.

**[7]** For purposes of these official rules (“Rules”), all times and days are Central Time. The Administrator’s computer is the official time keeping device for this Contest. The awarding of each Prize is subject to the eligibility and forfeiture provisions set forth below.

**4. ELIGIBILITY\*:** To participate in this Contest, each Team must comply with the following requirements:

**[1]** the Team’s home base must be within the fifty states, the District of Columbia, Canada

(excluding Quebec), Puerto Rico or Mexico (“Territory”);

[2] all Members of the Team must be active members in good standing of the Administrator;

[3] all Members of the Team must be active students from the same university;

[4] the Team must be composed of a minimum of two (2) and a maximum of five (5) Members;

[5] all Members of the Team must be either all undergraduate students of the same university, graduate students of the same university or both undergraduate and graduate students of the same university\*;

[6] each Team Member must execute and deliver to Sponsor a Copyright and Confidentiality Agreement that Sponsor shall make available to eligible Teams; and

[7] no Member may be an employee of the Sponsor or the Administrator, their respective parents, subsidiaries, affiliated or successor companies or any of the advertising, promotional or fulfillment agencies of any of them (individually and collectively, an “Entity” or “Entities”), nor a member of such employee’s household or immediate family.

\*More than one (1) Team from the same university may enter the Contest so long as each Team meets the eligibility requirements.

**5. ENTRY:** During the Entry Period, Teams may participate in the Contest by submitting the following entry elements (collectively, an “Entry”):

[1] on or before February 15, 2012, a Preliminary Proposal including the appointment of a Team captain, and

[2] if selected as a Finalist, on or before May 25, 2012, a Final Proposal.

Both elements of the Entry must be submitted via e-mail to the Administrator. It is a Team’s sole responsibility to notify the Administrator and the Sponsor in writing if a Team changes its email address (“Address”).

**6. CONTEST MATERIALS:** “Contest Materials” include the following items: [1] all information and material submitted by a Team in connection with the Contest, including the Entry and all other forms, contracts and releases required to be submitted by a Team as a contestant, whether required by the Administrator and/or the Sponsor prior to or after the Entry, and [2] all photographs, artwork, writings, statements, dramatic materials, ideas, quotations and any other intellectual properties created by a Team in connection with the Contest, whether submitted to the Sponsor or not, including the Entry.

Subject to the execution by each Team Member of a Copyright and Confidentiality Agreement and delivery to the Sponsor, each participating Team in the Contest will have access to a Disney artwork catalog for Contest inspiration consisting of certain designs, images, trademarks, services marks, trade names or copyrights, other intellectual properties, or components thereof, owned by Sponsor or its affiliate(s), licensor(s) and/or designee(s) (the “Disney Materials”). By entering the Contest, each Team, and each Member of each Team, acknowledges and agrees (i) that the copyrights and all other proprietary in and to the Disney Materials are owned by and reserved to Disney (or its

affiliated companies or licensors, if applicable), (ii) no Team or Team Member shall acquire or assert copyright ownership or any other rights, title or interest in the Disney Materials or in any derivation, adaptation, variation or name thereof or trademark related thereto.

By entering the Contest, each Team and each of its Members hereby irrevocably assigns to Sponsor any and all rights, title and interest in any works incorporating the Disney Materials, including but not limited to any copyrights and all renewals and extensions thereof, and other adaptations, compilations, collective works, derivative works, variations or names of the Disney Materials, created by or for the Team (“Work Product”) as part of the Team’s Contest Materials. By entering the Contest, each Team, and each Member of each Team, (i) further acknowledges and agrees that (x) Disney will own the Work Product forever and throughout the universe, in all languages and all media, and (y) Disney will own all copyright rights in and to the Work Product and any copyright renewals or extensions thereof, and (ii) assigns to Disney all rights in and to the Work Product that exist now or that might become known later, including all copyrights and renewals and extensions thereof.

If a Team engages, retains or otherwise involves a third party to make any contribution to the creation of a Work Product, the Team agrees that it will obtain from such third party a full assignment of rights to Sponsor.

**7. LIMITATIONS:** By submitting the Contest Materials in the Contest, a Team and each of its Members represent and warrant to the Sponsor that the Contest Materials and everything depicted therein:

- [1] are original with the Team and do not originate from any other source;
- [2] do not infringe upon or otherwise violate any right of any person, firm or entity;
- [3] do comply with the Rules;
- [4] do not contain any trademarks, logos, insignia, location signage, photographs, artwork or sculptures or other material (e.g., on props, costumes, background) that would infringe any third party’s copyrights or trademarks;
- [5] have not previously been submitted in a contest of any kind or exhibited or displayed publicly through any means;
- [6] do not contain the likeness or photograph of any person other than the Members;
- [7] do not contain material which is (or promotes activities which are) sexually explicit, obscene, pornographic, violent (e.g., relating to murder, the sales of weapons, cruelty, abuse, etc.), discriminatory (based on race, sex, religion, national origin, physical disability, sexual orientation or age), illegal (e.g., underage drinking, substance abuse, computer hacking, etc.), offensive, threatening, profane, harassing, defamatory, libelous, infringing or otherwise objectionable or unlawful as determined by the Sponsor in its sole discretion.

Each Team and each of its Members further represent and warrant to the Sponsor that:

- [1] the Team has all rights, licenses, permissions and consents necessary to submit the Contest Materials in accordance with the Rules;
- [2] no person or entity other than the Team has any right, title or interest in and to any part of the Contest Materials; and
- [3] none of the Members are subject to any agreement or arrangement that would interfere with the Team's entering this Contest and granting all the rights granted hereunder or that would conflict with any other documentation required hereunder.

The Sponsor may, in its sole discretion, disqualify and remove any Team that the Sponsor deems to be in violation of these Limitations at any time.

All Entries must be received before the deadlines described in Section 5 above. Limit of one (1) Entry per Team/Address (regardless of whether the Team has more than one Address or more than one person or Member uses the same Address). Entries by any method other than set forth above in Section 5 are void. Any use of automated or programmed methods of effecting Entry is prohibited. Neither the Sponsor, nor any of its officers, directors, shareholders, employees, agents or representatives (individually and collectively, the "Releasees") are responsible for Entries from Teams located outside the Territory; or Entries that are altered, delayed, deleted, destroyed, forged, fraudulent, illegible, improperly accessed, inaccurate, incomplete, interrupted, irregular in any way, late, lost, mechanically reproduced, misrouted, multiple, mutilated, non-delivered, stolen, tampered with, unauthorized, unintelligible or otherwise not in compliance with these Rules; or for lost, interrupted or unavailable network, server or other connections; miscommunications; failed phone, computer hardware or software or telephone transmissions; technical failures; unauthorized human intervention; traffic congestion; garbled or jumbled transmissions; undeliverable emails resulting from any form of active or passive email filtering; insufficient space in the Team's email account to receive email; or other errors of any kind, whether due to electronic, human, mechanical, printing, production or technical errors or other causes; even if caused by the negligence of any of the Releasees. Each of such potential Entries will be disqualified, and any Team which attempts to enter with multiple Addresses or under multiple identities will be disqualified. Void where prohibited or restricted by law and subject to all applicable federal, state, local and municipal laws and regulations.

**8. PRIZES: (i) Five (5) Travel Prizes (one for each Finalist Team):** One Thousand Dollars (US \$1,000) travel allowance for each Finalist Team (approximate retail value ["ARV"]: US \$1,000); **(ii) one (1) Grand Prize:** check for Seven Thousand Five Hundred Dollars (US \$7,500) (ARV: US \$7,500); **(iii) One (1) First Place Prize:** a check for Three Thousand Five Hundred Dollars (US \$3,500) (ARV: US \$3,500); and **(iv) Three (3) Honorary Prizes:** a check for One Thousand Dollars to each recipient Team of the Honorary Prize (US \$1,000) (ARV: US \$1,000). Total ARV of all Prizes: US \$19,000. All Prizes will be awarded provided a sufficient number of eligible Entries are received.

**9. PROCEDURE:** The Contest will be conducted in two (2) rounds (“Rounds”). Round 1 is the judging of the Preliminary Proposals, and Round 2 is the judging of the Final Proposals (consisting of a written, oral and sensory evaluation), all in English.

**A. Round 1:** Round 1 will be conducted by five (5) Judges. There will be at least one (1) Judge in the panel representing each of academia, industry and the Sponsor. The Administrator and the Sponsor will make every effort to ensure that the Judges from Round 1 are the same for Round 2, but in some cases continuity may not be achievable. On or about March 15, 2012, all eligible Entries received will be judged on the basis of the Criteria to select five (5) Finalist Teams. All scores will be converted into rank scores, highest score = 1, second highest score = 2, etc. Rank scores are totaled for each Team by each Judge. The five (5) lowest scores are designated as the Finalists. In the event of a tie, the two lowest rank scores will be added for each Team, and the Team with the lowest score will advance. If this fails, the Judges will decide in their sole discretion which Team will advance. Each competing Team will be informed only of its respective scores and the Judges’ comments. The Preliminary Proposal requirements are as follows:

- (1) Each Team must submit a copy of their Preliminary Proposal via e-mail (in PDF format) to the Administrator on or before February 15, 2012.
- (2) The Preliminary Proposal is limited to three (3) pages or less, excluding the title page, a page for a product photograph and an appendix page used at the Team’s discretion.
- (3) It must be typed, double-spaced, in 12 point font.
- (4) All text and figures must be on 8.5” x 11” paper.
- (5) There is no specific required format for the title page, although it should include the title of the report and the date. Please do not include any identifying information on this page. Names of any university, students, or other indications of team locations are not acceptable on the title page, in the report or on the product picture as these will be seen by the Judges.
- (6) Please include the following information in the body of the email sent to the Administrator at the time of Preliminary Proposal submission:
  - (a) The Team Members' names and IFT membership numbers;
  - (b) The donors of goods, services, or money (if applicable); and
  - (c) The name, address, phone number, and e-mail address of a contact person to whom all correspondence should be directed.
- (7) Additional images throughout the Preliminary Proposal are optional.
- (8) References: All references cited within the Preliminary Proposal will be referred to with a number in or at the end of the sentence in which the reference was used. The list of references (which are not included in the three (3) page limit) will be included in a separate PDF file e-mailed to the Administrator with the Preliminary Proposal. If a problem arises with reference to credibility, a Judge may contact the Administrator for verification.
- (9) A separate cover letter from a department professor or department head verifying the originality of the work contained in the Preliminary Proposal and the Team’s

compliance with the Rules is to be attached to the e-mail with the Preliminary Proposal.

**B. Round 2:** Finalists must submit a Final Proposal via e-mail (in PDF format), make an oral presentation and present their products to the judges for sensory evaluation.

Final Proposals will be scored on a basis of 300 points, distributed as follows: Final Written Proposal = 100 points, Sensory Evaluation = 100 points, and Oral Presentation = 100 points, each on the basis of the criteria.

For the sensory evaluation, the Finalists will have ten (10) minutes to present their products to the Judges followed by a five (5) minute question/answer period. Finalists need to provide enough samples for all five (5) Judges to taste.

All products must be representative of the product presented in the proposal (i.e., if a product is designed to be frozen for distribution, then the product presented to the Judges should be pre-frozen and reheated accordingly).

Teams are solely responsible for their products (delivery and storage) at the Annual Meeting. IFT will have some refrigerator and freezer space available with a sign-in, sign-out service.

For the oral presentation, the Finalists will present a fifteen (15) minute oral report followed by a five (5) minute question/answer period. The presentation and final judging will be held during the annual IFT convention on June 25-28, 2012 in Las Vegas, NV.

A maximum of three (3) Members will present the Team's Final Proposal, but additional Members may be present to answer questions.

A PowerPoint computer presentation is required. The Administrator is responsible for bringing/acquiring a laptop computer and will provide the Finalists with details concerning the PowerPoint computer presentation (format, version, file size, etc.). The presentations of the Final Proposals will be open to the public, who will be allowed to ask questions as time permits and only after the Judges are done asking their questions. The Final Proposal requirements are as follows:

- (1) The Team must submit a copy of the Final Proposal via e-mail (in PDF format) to the Administrator on or before May 25, 2012.
- (2) The maximum number of pages is fifteen (15), including the Final Proposal's body text, references, diagrams, figures, tables, flow diagrams and appendices. It DOES NOT include: one (1) title page and one (1) photograph page.
- (3) It must be typed, double-spaced, in 12 point font.
- (4) All text and figures must be on 8.5" x 11" paper.
- (6) The title page, for which there is no specific required format, must include the title of the Final Proposal and the date. A list of donors and other contributors that assisted the

Team should ONLY be provided to the Administrator in the e-mail with the Final Proposal.

(7) Include one (1) page with a picture of the entry in the Final Proposal. Additional images throughout the Final Proposal are optional.

(8) A list of equipment needed for preparation of the Judges' sampling at the Annual Meeting must be submitted before or in conjunction with the submission of the Final Proposal in a separate e-mail to the Administrator. Requests submitted after May 25, 2012 may not be accommodated.

(9) Areas that may be covered, in both the **Preliminary and Final Proposals**, include, but are not limited to, the following:

- a. Product description
  - i. Product description/use
  - ii. Product formulation and ingredient/component functionality/specifications
  - iii. Nutrition label and nutritive value
  - iv. Ingredient statement
  - v. Claims (nutritive/quality)
  - vi. Consumer friendly product preparation directions
  - vii. Shelf life estimate
- b. Commercialized process description
  - i. Process description and basis for selection
  - ii. Process flow diagram
- c. Product quality & safety
  - i. Complete HACCP plan
    1. HACCP plan summary – identifying hazards to be controlled, critical processing limits, monitoring procedures, verification and validation parameter
  - ii. State and federal regulations
- d. Relevance to consumer
  - i. Appeal and relevance to children
  - ii. Product novelty
  - iii. Product storytelling
  - iv. Marketing plan
  - v. Competitive framework
  - vi. Sensory/consumer tests
- e. The Team may include other headings/information. Some of the above are not applicable for some Entries and should be left out. However, if they are applicable to an Entry and are not included, the Entry will be penalized accordingly. Team representatives should contact the Administrator to determine applicability.

(9) References should be added at the end of the Final Proposal.

(10) Each Final Proposal will be scored on a basis of 100 points, on the bases of the Criteria for each of the oral, sensory and written presentations.

**Final Proposal Evaluations: 100 points**

The Teams will be judged on the following bases:

|   |           |
|---|-----------|
| Product Description                       | 20 points |
| Nutritional Value & Benefit               | 20 points |
| Commercialized Process Description        | 20 points |
| Product Quality and Safety                | 20 points |
| Consumer Appeal, Relevance & Storytelling | 20 points |

**Taste Evaluation: 100 points**

The Teams will be judged on the following bases:

|                                   |           |
|-----------------------------------|-----------|
| Communication of Product          | 25 points |
| Overall Liking                    | 50 points |
| Product Appearance & Presentation | 25 points |

**Oral Presentation Evaluation: 100 points**

The Teams will be judged on the following bases:

|                                     |           |
|-------------------------------------|-----------|
| Presentation Quality & Organization | 25 points |
| Product Description                 | 25 points |
| Communication                       | 25 points |
| Product Appeal & Relevance          | 25 points |

**10. BREACH OF RULES:** If a rule has been breached, the Administrator will present a report detailing the infraction(s) to the Judges. The Team captain will be provided a sufficient amount of time to defend the Team’s actions to the Judges. The Judges reserve the exclusive right to make a decision regarding the case, and to recommend an appropriate penalty, if the situation warrants. The Judges will communicate their decision, which will be considered final, in a prompt fashion to both the Administrator and the Team captain.

**11. WINNERS:**

**A. Winning Teams of Round 1 Are Finalists:** Potential Finalists will be notified by e-mail on or about March 15, 2012. At the sole discretion of the Sponsor, disqualification, forfeiture and the selection of an alternate Finalist may result from any of the following:

- [1] potential Finalist’s failure to respond to mail notification within seven (7) business days after mailing;
- [2] the return of any notice or the Travel Prize as undeliverable;
- [3] potential Finalist’s failure to execute and return an Affidavit of Eligibility/Liability/ Publicity Release within seven (7) business days after its mailing;
- [4] potential Finalist’s failure to submit a requested statement of originality;

- [5] potential Finalist's failure to claim a Travel Prize within seven (7) business days after it is sent; or
- [6] any other non-compliance with the Rules.

In the event of a Prize forfeiture, the Sponsor may, in its sole discretion, award or not award the forfeited Prize to an alternate Finalist.

**B. Winning Teams of Round 2 Are Winners:** Potential Winners will be notified in person at the judging at the Annual Convention on or about June 25-28, 2012. At the sole discretion of the Sponsor, disqualification, forfeiture and the selection of an alternate Winner may result from any of the following:

- [1] potential Winner's failure to respond to notice within two (2) hours after the announcement;
- [2] potential Winner's failure to execute and return an Affidavit of Prize Release within one (1) hour after its delivery to the Team; or
- [3] any other non-compliance with the Rules.

In the event of a Prize forfeiture, the Sponsor may, in its sole discretion, award or not award the forfeited Prize to an alternate Winner. Any and all federal, state and local taxes associated with the receipt or use of a Prize are the sole responsibility of each Finalist and Prize Winner, each of which will receive an IRS Form 1099 reflecting the final actual value of the Prize received.

**12. CONDITIONS:** By entering this Contest, a Team and each of its Members agree, represent and warrant to the Sponsor and the Administrator as follows:

- [1] the Team will be bound by the Rules and the Sponsor's and the Administrator's decisions, which shall be final in all respects;
- [2] the Team and each of its Members releases and holds harmless the Releasees from any and all liability for claims, injuries, losses or damages of any kind, including without limitation, death and bodily injury, resulting, in whole or in part, directly or indirectly, from the Entry, selection or use of an Entry, or from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of any Prize; participation in this Contest or in any Contest-related activity or travel, or from any interaction with, or downloading of, computer Contest information;
- [3] the Team's acceptance of any Prize constitutes the grant to the Sponsor and assigns of an unconditional right to use the Team Members' names, Addresses (city and state only), voices, likenesses, photographs, biographical and Prize information and/or statements about the Contest for any programming, publicity, advertising and promotional purposes without additional compensation, except where prohibited by law;
- [4] in the event viruses, bugs, unauthorized human intervention, Acts of God, acts or regulations of any governmental or supra-national authority, war, national emergency, accident, fire, riot, strikes, lock-outs, industrial disputes, acts of terrorism or other matters beyond the Sponsor's reasonable control, corrupt, prevent or impair the administration,

security, fairness or proper play of the Contest, so that it cannot be conducted as originally planned, the Sponsor has the right, in its sole discretion, to modify the Rules or to cancel, modify, terminate or suspend the Contest, and, in such event, to select Finalists and/or Winners by such method as the Sponsor in its sole discretion shall consider equitable;

[5] the Releasees are not responsible for typographical or other errors in the offer or administration of the Contest, including but not limited to, errors in the advertising, Rules, selection and announcement of the Winners and distribution of the Prizes;

[6] any portion of any Prize not accepted or used by a Finalist or Winner will be forfeited;

[7] the Releasees are not responsible for any inability of any Finalist or Winner to accept or use any Prize (or any portion thereof) for any reason;

[8] the Administrator has the right, in its sole discretion, to disqualify any Team whose Member it suspects to be doing any of the following: **(a)** tampering or attempting to tamper with the entry process or the operation of the Contest; **(b)** violating the Rules; **(c)** violating any other terms, conditions of use and/or general rules or guidelines of any Contest property or service; **(d)** acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; or **(e)** for any other good cause as determined solely by the Administrator; and

[9] the Sponsor and the Administrator have the right to modify Prize award procedures at their sole discretion.

**13. RULES & WINNERS' LIST:** For a complete list of the Winners (after June 25-28, 2012) and/or the Rules (before June 25-28, 2012), send a self-addressed, stamped envelope to: IFTSA & Disney Product Development Competition, 525 West Van Buren St., Suite 1000, Chicago, IL 60607. A copy of the Rules may also be obtained by printing this web page.

IFTSA (08-31-2011)