

## Dairy Research Institute Challenges Student Teams To Develop New Dairy Product For Morning Meal

Rosemont, IL—The Dairy Research Institute has announced the launch of its second annual New Product Competition.

Open to undergraduate and graduate students in the US and Canada, this year's competition challenges student teams to develop a new dairy product for the morning meal occasion, which includes any meal eaten before breakfast, for breakfast, as a morning meal replacement or morning snack.

Recent research conducted by the Innovation Center for US Dairy found that nearly four out of five consumers eat or drink something

during a typical morning. This represents more than 100 billion food or beverage occasions and an estimated \$200 billion in sales.

"Although milk, cheese and yogurt have consistently performed well at breakfast, consumers are seeking new products that meet their convenience and flavor preferences," said Bill Graves, senior vice president, Dairy Research Institute. "With their submissions, future product developers at colleges across the US and Canada can leverage dairy's valuable nutrition profile and market trends to spur new product innovations."

A judging panel that includes dairy industry experts will evaluate entries and select three winning teams to be recognized at the annual American Dairy Science Association

(ADSA) annual meeting in Indianapolis, IN, July 8-12, 2013.

Also, the three winning concepts will be showcased at the US Dairy Export Council's (USDEC) booth at the Institute of Food Technologists' (IFT) Food Expo in Chicago, July 13-16, 2013.

In its first year, the New Product Competition tasked students with developing an innovative dairy beverage that leveraged Innovation Center consumer research on milk's competitive beverage set.

The winning products included an oat-infused vanilla milk, an on-the-go mango drinkable Greek yogurt and a caffeine-enhanced drinkable yogurt.

Full contest details are available at [www.usdairy.com/newproductcompetition](http://www.usdairy.com/newproductcompetition). **FR**