

American Society of Baking Announces 2025 Product Development Competition Finalists

ASB hosts their annual Product Development Competition and has announced the 2025 finalists who will present at BakingTECH 2025 in Orlando, Florida.

INDIANAPOLIS, IN, UNITED STATES, December 5, 2024 /EINPresswire.com/ -- The American Society of Baking (ASB) announces the three finalist teams for its annual Product Development Competition (PDC). Showcasing academic excellence and innovation in the baking industry, the finalists hail from Cornell University, the University of Massachusetts Amherst, and Oregon State University.

ASB's Product Development Competition, now in its 11th year, has gifted over \$200,000 in scholarships to the next generation of baking talent since the competition's inception. The competition is designed to help food science students gain exposure and showcase their innovative products to industry experts by designing a new product based on a specified brief. After a rigorous evaluation process, the 2025 finalist teams were selected by a panel that assessed their proposals on key criteria, including product and process descriptions, technical problem-solving, food safety, and shelf life, with support from literature and market trend data.

This year's competition, sponsored by the National Honey Board, challenged teams to develop an [innovative grab-n-go product](#) featuring honey as the primary sugar ingredient. Cornell University developed prOATS!, University of Massachusetts Amherst will present HoneyCrunch, and Oregon State University will debut Garden Box Cookies.

The three teams will compete for a share of the \$20,000 scholarship prize pot, with winners announced during the finals at [BakingTECH 2025](#), hosted in Orlando, Florida, from February 15–18, 2025. The teams will spend the next few months writing a robust final report and preparing samples for the judges to taste test.

At BakingTECH 2025, the finalists will present their innovative products on the main stage to attendees and a distinguished panel of industry judges during the Future Forward Luncheon, to be held on Monday, February 17. Students will then display a poster in the reimagined Formulation Floor experience, which features an expanded 'Student & Faculty Poster Session' in 2025 to showcase innovation and the next generation of talent in the baked goods sector, including snacks and healthy alternatives.

Devanshu Mehta, current PDC Committee Chair and a member of the winning team in 2022 said “The competition provides a prestigious platform for these rising stars to engage directly with industry leaders and showcase fresh ideas, creating ‘real world’ product concepts that push the boundaries of baking science and technology.”

ASB is proud to champion the next generation of baking innovators. Join us in Orlando to see these talented teams compete and redefine the future of baking.

For more information about the Product Development Competition visit <https://asbe.org/product-development-competition/>.

To learn more about BakingTECH 2025, visit <https://asbe.org/bakingtech2025/>.

About the American Society of Baking □

ASB is a community of commercial baking professionals striving for the advancement of our field. Through continuing education, networking opportunities, and professional development, we facilitate the growth of our industry one member at a time. The Society strives to facilitate personal and professional development through education and collaboration. Our beloved industry employs 330,000 hard-working professionals at over 600 commercial baking plants. ASB’s mission is to deliver education and training, share technical resources, and foster connections for the advancement of the baking industry.

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