



# CALLING AMERICA'S BEST **BAKING ROCKSTARS**

The American Society of Baking (ASB) is offering scholarships and the power of the industry's biggest spotlight to college students who major in Baking, Food Science, or Culinary Arts.

“ASB’s National Product Development Competition is an exciting way to meet industry leaders, begin making important career contacts, and, of course, to take home a piece of the \$40,000 offered in scholarships!” said Kent Van Amburg, Executive Director of the American Society of Baking.

**Open to College Students Nationwide.**

## **NEW VIRTUAL FORMAT**

**Finalists compete for \$40,000 in scholarships:**

- **1st prize: \$5,000 scholarship for each team member**
- **2nd prize: \$3,000 scholarship for each team member**
- **3rd prize: \$2,000 scholarship for each team member**

## **NEW VIRTUAL FORMAT**

In 2018, the University of Wisconsin - Madison team won the ASB Product Development Competition with their invention of the sweet good product Sustain-a-Bites.