SAVOR
sweet success

Showcase your Georgia food and beverage products with the University of Georgia’s Flavor of Georgia Food Product Contest. Commercially available or market-ready food products will be judged on flavor, texture, market innovation, consumer appeal and the product’s representation of Georgia.

It’s more than a contest, it’s a business booster. Flavor of Georgia increases business connections, publicity, product interest and sales for finalists.

Flavor of Georgia is a signature event of the UGA College of Agricultural and Environmental Sciences, hosted by the Center for Agribusiness and Economic Development.

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FINALIST AND WINNER PERKS

All entries are featured in the annual Flavor of Georgia product directory, which is seen by leading food industry buyers and media outlets.

Finalists receive a one-year Georgia Grown membership — a $100 value — compliments of the Georgia Department of Agriculture.

Finalists and winners will also receive the use of the Flavor of Georgia logo for product promotion.

The 2020 grand prize winner will be awarded an exhibit space at the Georgia Food Industry Association annual convention (value of more than $1,500). Also awarded are three consultation sessions from the UGA Food Product Innovation and Commercialization Center (FoodPIC) on: product or process design; ingredient functionality; sensory testing; or shelf-life determination ($1,500 value).
Contest Categories

BARBECUE SAUCES
BEVERAGES
CONDIMENTS & SALSAS
CONFECTIONS
DAIRY PRODUCTS
HONEY
JAMS & JELLIES
MEATS & SEAFOOD
MEAT-ALTERNATIVE PRODUCTS
MISCELLANEOUS
SAUCES & SEASONINGS
SNACK FOODS

What past participants enjoy most about the contest:

“Sharing stories with fellow finalists and learning about their products.”

“Meeting other small businesses that are often in the same position and face the same challenges.”

“Being able to talk with fellow Georgia food producers and share ideas, connections, resources, etc.”

“I very much enjoyed the community aspect of this event—local businesses coming together to celebrate one another, more than compete against one another. Everyone’s attitudes were positive and uplifting, including the staff.”

“Putting our product in front of influential people.”

Finalist selection

Finalists will be announced on Tuesday, Feb. 25 by email and press release. Three products per category will be chosen to compete in the final judging. The notification email will include details related to final judging.

Grand prize judging and awards

The final round of judging and awards ceremony is Tuesday, April 7, at the Classic Center in Athens. Finalists will be required to set up a product display with samples and give a three-minute product pitch during the final round of judging.

Complete contest rules as well as product guidelines and standards can be found at flavorofga.com.