Complete the KEEP IT COOL CHALLENGE for a chance to win $1,000 & DION’S FOR A YEAR

Thank you for participating in the Keep It Cool Challenge presented by the UNM Innovation Academy and Dion’s. We appreciate the interest in the project.

For background, everyday, fans ask to have Dion’s dressing shipped to them. Unfortunately, Dion’s has not been able to meet the demand because management has been unable to find a way to ship it. In past experiments, the dressing has arrived frozen or too warm, and depending on location, has cost upwards of $90 to ship. As such, UNM students are being tasked with solving the challenge.

IN DESIGNING THE PACKAGING, THE FOLLOWING REQUIREMENTS MUST BE MET:
- The dressing must remain within 33–41 degrees during the entire shipping process.
- The dressing needs to stay in the temperature zone for up to 72 hours.
- Shipping materials must cost less than $10 per box and must be easy to duplicate. In addition, USPS flat rate boxes must be used. This will help to manage shipping expenses.
- USPS shipping requirements must be followed: (https://www.usps.com/ship/shipping-restrictions.htm)

A COMPLETED PROJECT MUST MEET THESE REQUIREMENTS:
- Project must meet all requirements stated above.
- Team/individual must complete the Keep It Cool Challenge questionnaire. Found here: www.dions.com/community/contest.
- Team/individual must present questionnaire, research, and packaging at presentation event on October 11th. Presentations must remain under seven minutes.
- Team/Individual must provide cost analysis of packing material and production.
- Project must be replicated successfully by Dion’s team to receive prizes.

Important Dates:
- Kickoff Event: September 20th at 3:00pm, 101 Broadway Blvd. NE
- Research Due Date: October 8th at 5:00pm.
- Presentation Event: October 11th at 2:00pm, UNM SUB Ballroom.

Interested? One team/individual will be chosen to win the grand prize and another prize will be given to a finalist. See prize details below.

Grand Prize:
- Dion’s for a year*
- $1,000 cash prize.

Finalist Prize:
- $100 Dion’s gift card.

IF YOU HAVE ANY QUESTIONS, please contact Grant Condon at gcondon@dions.com or Robert Delcampo at Delcampo@unm.edu.

*12-$50 gift cards (ARV $600)

PROVIDED MATERIALS:
- One USPS flat rate box B.
- A thermometer for testing before and after shipping.
- A gift card to purchase two dressing bottles.