

# Times Herald

## NEWS

# Snack competition coming to Port Huron



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A statewide call for entries in a snack food competition will end in Port Huron later this year in what contest organizers are billing as a search for “MI New Favorite Snack.”

The deadline for entries is Aug. 1.

The winner will receive a top prize of \$30,000 and a distribution contract with All Star Services, while second- and third-place prize winners will receive \$15,000 and \$5,000.

According to a news release, judges from All Star will narrow down the field of submissions to select finalists who’ll present their snacks on Sept. 17 in Port Huron.

Keely Baribeau, a spokeswoman for the effort through Steady Keel Communications, said the contest already has its first entry after being live a week, and that they’re bracing for many more in the coming months.

“We’re anticipating a pretty wide array in terms of the savory, sweet, things that people have just been sharing with their friends but have thought, ‘Oh, this is something I would love to have on a wider market scale,’” she said. “It’s really been interesting with All Star Services with their expertise in the community of snacks (and) vending. They’ve got a lot of people that they’re in touch with that understand this.”

The cost to participate in the contest is \$100 per entrant.

Companies interested must carry the appropriate licensing and insurance, be headquartered in Michigan, have no more than 10 employees at the time of entry, and have an appropriately packaged product available for consumer purchase.

The Blue Water Chamber of Commerce is hosting the online competition registration page for MI New Favorite Snack entrants. Additionally, the chamber is listing the associated

inaugural event next September to be set for 10 a.m. to 2 p.m. that Saturday at Vantage Point.

Baribeau said the members of the public are welcome to attend to sample snacks and vote on their favorite. It's expected to be an event friendly to both foodies and families, she said.

"We are anticipating we are going to change somebody's life that day. The prize money is significant," she said. "We are hoping the public is excited to come participate."

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