



FunFest 2026 The Great Cookie Challenge (Middle School) Competition Rules



Objective: Students will compete to showcase their baking and entrepreneurship skills.

Entries & Judging

Participants: MCS has a maximum of 15 slots available. 1-2 members per team. Early registration is encouraged. Team members must be present.

Submission: No prior submission is required.

Judging Location: Russell Dining Room – Little Hall

Judges: SCC Culinary & Pastry Arts Faculty & Students

Notes: None.

Determining the winner: The winner will be the team with the most points earned from the competition.

Competition Rules

Materials needed:

- **Cookies:** Minimum of **18 identical cookies**.
- **Display Setup:** Table covering, small-themed decorations, signs identifying the cookie name/team.
- **Serving Gear:** Small napkins or plates for judges' samples.
- **Pitch Notes:** Any brief notes for their 90-second sales pitch (must be delivered without reading a script).

Presentation:

Individuals/Teams will have a total of five (5) minutes with the judges. Individuals/Teams will have a maximum of 2 minutes to present their cookie and their sales pitch. Judges may use the remaining time to ask questions.

Judging:



Competition Categories

Teams will be scored out of 100 points across three main areas. A detailed Judging Rubric will be provided to all registered teams. Category	Max Points	What Judges Are Looking For
1. The Cookie Taste Test	40 Points	Flavor balance, ingredient quality, and ideal texture (chewy, crisp, etc.).
2. Coolest Presentation	30 Points	Creativity of the cookie design, coherence of the display/branding, and overall visual appeal.
3. Best Sales Pitch	30 Points	A clear, enthusiastic, and persuasive 90-second pitch explaining why your cookie is the best

The Great Cookie Challenge: RUBRIC

Team / Cookie Name: _____

Part 1: The Cookie Taste Test

The quality of the cookie itself is paramount. Judges will cleanse their palates between samples.

Criteria	1 – 5 Points (Needs Improvement)	6 – 10 Points (Solid)	11 – 15 Points (Excellent)	Score
Flavor Profile	Flavors are muddled, too sweet, or lack balance. Dominant ingredients clash.	Flavors are pleasant and recognizable. Good overall taste but nothing surprising.	A sophisticated and memorable combination of flavors. Excellent balance (sweetness, spice, salt).	_____/15
Texture/Bake Quality	Cookie is undercooked (raw) or overcooked (burnt/dry). Texture is unpleasant or inconsistent.	Cookie is properly baked. Achieves the expected texture (chewy, crisp) but is unremarkable.	Flawless bake quality. Texture is perfect for the style of cookie and highly satisfying.	_____/15
Ingredient Quality	Ingredients taste artificial or low quality. Fillings/mix-ins seem processed.	Quality is acceptable. Tastes like standard home-baked ingredients.	High quality is apparent (e.g., real vanilla, good chocolate, fresh nuts). The cookie tastes "expensive."	_____/15
Subtotal for Taste (Max Score of 40)				

Part 2: Coolest Presentation & Design (30 Points)

This is a visual score based on the cookies themselves and the team's small display area.

Criteria	1 – 3 Points (Needs Improvement)	4 – 7 Points (Solid)	8 – 15 Points (Excellent)	Score
Visual Appeal & Creativity	The cookie is plain, messy, or looks unappetizing. Design is non-existent.	The cookie is neat and tidy. Decorations are simple but executed correctly.	The cookie is truly eye-catching. Design is highly creative, unique, and technically well-executed.	_____/ 15
Display & Branding	Display area is cluttered or empty. No sign/name. No effort made to theme.	A clear effort was made with simple signs or a tablecloth. The theme is slightly recognizable.	The display is highly coherent, branded, and professional. Use of props/color enhances the cookie's story.	_____/ 10
Portion/Serving Style	Cookie is placed haphazardly. Serving style is messy or unhygienic.	Cookie is presented on a clean plate/napkin, making it easy to sample.	The serving style is elegant and thoughtful (e.g., small tray, unique paper). It adds a feeling of specialness.	_____/ 5
Subtotal for Presentation (Max Score of 30)				

Part 3: Best Sales Pitch (30 Points)

Teams have 2 minutes for their presentation. Score based on delivery and content.

Criteria	1 – 3 Points (Needs Improvement)	4 – 7 Points (Solid)	8 – 10 Points (Excellent)	Score
Clarity & Enthusiasm	Delivery is mumbled, monotone, or hesitant. The presenter reads heavily from notes.	Delivery is clear and audible. The presenter is generally confident but lacks energy/passion.	Delivery is highly enthusiastic and confident. Eye contact is good, and the speaker is naturally engaging.	_____/ 10
Highlighting Uniqueness	The pitch only mentions that it's a "good cookie." Fails to identify a special feature.	Briefly states one unique feature (e.g., "It has chocolate chips"). The claim is mild or vague.	Clearly and convincingly explains what makes the cookie special, innovative, or different from the competition.	_____/ 10
Call to Action/Persuasion	The pitch simply ends. The judge is not convinced or left wanting more.	The pitch is informative but fails to create excitement or a strong reason to "buy" the cookie.	A powerful closing argument is used. The judge is persuaded that this cookie is a must-have product.	_____/ 10
Subtotal for Sales Pitch (Max Score of 30)				

Total Score (Out of 100): _____

Judges Notes:
