



ABOUT THE DESSERT CHALLENGE

The U.S. Favorite Dessert Challenge is an exciting, unique competition across our great nation. The Challenge features tasteful Favorite Dessert Groups: Hot, Cold, Sweet, Savory, Gluten-Free, Chocolate and Specialty. In addition to the official **online** Challenges, COMPANY4DESSERT INC, in collaboration with Venue Sponsors and Supporters, presents custom **LIVE** Challenges in private places, public spaces.

THE CHALLENGE WORKS FOR THE ENTIRE BUSINESS COMMUNITY

The U.S. Favorite Dessert Challenge is one of the **B2B Connectors** designed by COMPANY4DESSERT to capture old faves, new craves for the entire dessert industry - **as well as** all business entrepreneurs, executives, professionals and owners from other business sectors. Taste, Vote, Network are three unifying connections throughout each of the different Dessert Challenges. Creativity, professionalism, engagement, promotion and strategy play major roles in the special Dessert Challenge playbook. The U.S. Favorite Dessert Challenge is different from “Best-Of-Contests” promoted by magazines and other groups catering only to the consumer (child or adult). The Challenge efficiently implements and showcases opportunities that are not limited by general food tradeshow or efforts to solely target dessert industry buyers.

MAKERS, BAKERS, SHAKERS, TASTERS GET TO VOTE

In every delicious U.S. Favorite Dessert Challenge - Makers, Bakers, Shakers, Tasters from all sectors - vote for a Winner in each different dessert category. Round 1 and Round 2 are tallied. If the Challenge is not live, only Round 1 is counted. The U.S.F.D.C. Judges, who are also business men and women, then proceed to vote for (from the category Winners) only ONE final Favorite Dessert Winner in that specific Challenge. Ultimately, all of the official Challenge Winners throughout the country are invited to compete in the irresistible, ultimate super Challenge “The Favorite Dessert of the U.S.”.

TASTE GOOD, FEEL GOOD, DO GOOD

A different nonprofit benefits at each online or live onsite U.S. Favorite Dessert Challenge. Benefits may include financial and/or promotional advantages for the nonprofit at a specific Dessert Challenge. The nonprofit may also receive continued promotional support beyond a designated Challenge date.

INNOVATION INSPIRED BY DESSERT AND BUSINESS

Since 2012, mixing business and the pleasure of favorite desserts has inspired entrepreneur Toby Nadler, President, COMPANY4DESSERT INC, to build the U.S. Favorite Dessert Challenge; found WOMENINBUSINESS.ORG; and launch the successful signature Couches & Cupcakes Grand Business Salons. COMPANY4DESSERT is growing and now includes other effective B2B platform connectors for men and women in all business sectors with a focus on dessert craves, new faves.

The Challenge

Makers, Bakers, Shakers, Tasters in all business sectors, are invited to select The Favorite Dessert of the United States. Taste, vote and network at live Favorite Dessert Challenges – or vote online. Whether you think, taste, buy or dream dessert, business participants in the Dessert Challenge get to feel good, taste good, do good.

3 Challenge Rounds

- ① Online Vote
- ② Onsite Vote
- ③ Judges' Vote

LIVE

5.17.17

**The Favorite
Dessert of the
Hudson Valley**

**Talk-Walk
On The Walkway**