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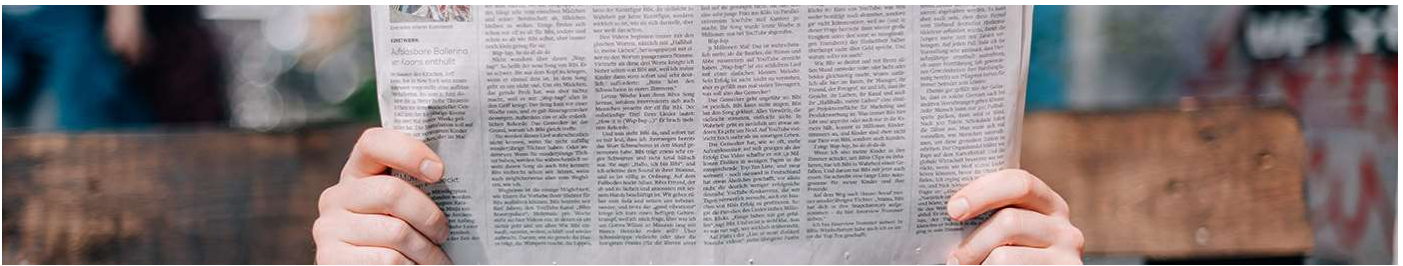
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Aggie Chocolate: Blue Victory

October 15, 2018

Six USU students, including four from the Huntsman School, won a branding competition for the new Aggie Chocolate Factory located at Blue Square in Logan. Seniors Rachel Allred (Marketing '19), Michael Bautner (Marketing '19), and Tannen Bills (Marketing '18), along with juniors Chris Gutierrez (Marketing '20), Maysen Smith (Psychology & English '20), and Mae Swainston (Parks & Recreation '20), were given the task of developing a new chocolate flavor to be sold at the new chocolate factory. The competition was open to all students who are members of the Huntsman Marketing Association (HMA) student club.



The team's winning flavor is called Blue Victory and features a Divinity candy dyed blue, dark chocolate, and Himalayan sea salt. This candy was chosen over eight other flavors submitted by other students. Judges for the competition included Dean Doug Anderson and President Noelle Cockett. The team won a barbecue dinner with the faculty advisor of HMA, Eric Schultz, and "supreme bragging rights".

In developing Blue Victory, the HMA students performed market research to see what customers wanted. They surveyed more than 50 students and USU alumni about flavor preferences. Although the team was originally skeptical about making the candy blue, as this could be interpreted as a sign of mold, survey respondents were very positive about the Aggie color, saying it "sparks memories of their time at USU."

"I learned the importance of doing market research and not just running with the first idea," said Rachel Allred, a student on the winning team. "It's better to brainstorm tons of flavors and names and then create a survey and let the customers decide."

The Aggie Chocolate Factory opened on September 17, 2018. Students, alumni, and friends are all welcome to visit the factory to watch the chocolate being made, including the chocolate used in Famous Aggie Ice Cream, and even try a piece!