

UMSL | Supply Chain Analytics
Center of Excellence
University of Missouri–St. Louis

ASCM MIDWEST GATEWAY
CHAPTER



2027 MIDWEST GATEWAY SUPPLY CHAIN STUDENT CHALLENGE

Presented By

ASCM Midwest Gateway Chapter

UMSL Supply Chain & Analytics

Inchainge

SPONSOR GUIDE



OVERVIEW

University student teams will compete to find the best solution to a compelling supply chain management case study using **The Fresh Connection** business simulation. The teams will experience the challenges and rewards of managing a complex supply chain and practice making critical Sales & Operations Planning decisions in a hands-on learning environment. The teams will prepare and present the results of their solution to a panel of judges testing not only their quantitative analysis of the situation but also their communication and influencing skills.

Location:	University of Missouri – St. Louis Anheuser-Busch Hall 1 University Blvd. St. Louis, MO 63121
Dates:	Friday, February 19, 2027 – Simulation Rounds Saturday, February 20, 2027 – Team Presentations
Competition Format:	Teams develop the best solution to a supply chain case using The Fresh Connection simulation. Each team runs a fictional fresh fruit juice company, with members in Purchasing, Operations, Supply Chain, and Sales, making integrated decisions that drive performance. Unlike a static case study, the simulation is fast-paced and changes each round. Teams act as cross-functional leaders, making real-time trade-off decisions across the value chain. University teams from across the region compete for top overall results. The event concludes with team presentations to judges evaluating analysis, decisions, teamwork, and communication.

Day 1: Three live simulation rounds; teams adjust decisions based on results and changing conditions.

Day 2: Teams present a brief review of their performance, covering:

- Strategy and how it evolved across rounds.
- Team roles and collaboration approach
- Key decisions and rationale
- Lessons learned



Judges score presentations on content and delivery. Final rankings combine simulation results and presentation scores.

2027 Case Description:	The Fresh Connection , a virtual fruit juice company, is under financial pressure. This year's case focuses on the Sales & Operations Planning (S&OP) cycle while managing multichannel growth, broader assortments, and new online offerings. Success depends on aligning cross-functional decisions to protect service, cost, and profitability.
Sponsor Levels:	Gold (2): \$1,000 • Prominent on-screen and in-room name/logo placement and recognition • One seat on the judging panel (optional) Silver (2): \$800 • On-screen and in-room name/logo placement and recognition Bronze (2): \$500 • On-screen and in-room name/logo placement and recognition Supporter: \$350 • Table-top name/logo placement during one meal break (Friday: breakfast, lunch; Saturday: breakfast, lunch, closing reception)

————— **[SPONSOR REGISTRATION LINK](#)** —————

Contact:	Jeffrey Mudd communications@midwestgateway.ascm.org
-----------------	--