

## Tilda Food Challenge 2023

### Sponsored by Tilda Foodservice in partnership with FDF Scotland and supporting Mary's Meals

#### WHAT IS IT?

Tilda Foodservice, working together with Food and Drink Federation (FDF) Scotland, is delighted to launch the

#### **Tilda Food on The Go Challenge 2023.**

Designed to develop employability skills and an understanding of careers in food and drink that supports healthy eating, sustainability and social responsibility, the Tilda Food on the Go Challenge is **open to all S1 – 3 and pupils across Scotland.**

We are challenging pupils to design a **new rice-based food dish that they would eat 'on the go'**. We also want to challenge the pupils to think about how the product could help to **reduce food waste** and **use local produce**. How about taking a traditional product giving it a twist to be eaten 'on the go' and that can help to reduce food waste – think about resealable packaging, or portion control packaging so if you don't eat it all in one go you can save some for later.....

Pupils should:

- **Work** on their own or in small teams of no more than 3 to take inspiration from today's food trends influencing the dishes we eat. Think innovative snack foods, what's available locally, different foods for different lifestyles... sporty, healthy, plant based. Pupils may wish to make links with their catering staff, local food producers and farms as part of this process.
  - **Conduct** their own research to investigate what food on the go young people of their age like to eat.
  - **Use** their imagination and creativity to come up with a product that would really appeal to their target market using any one Tilda's ambient dry rice's (\* see list) as the base ingredient.
  - **Cost** their product accurately and provide a recommended retail price
  - **Design** a marketing campaign to promote their product. We would also ask that as part of this process, pupils investigate where rice comes from, how it is processed, its economic importance to local economies and its health benefits.
  - **Think** about how their dish could be made sustainably and identify ways in which the product can reduce environmental impact and provide details as to how this could be achieved.
- NOTE** the judges want to see original ideas and creativity. Any products that have been copied from the internet will be discounted from the competition.
- To help understand new food trends pupils may wish to investigate further, some useful information can be found on [Food a Fact of Life](#) and [Institute of Grocery Distribution](#) , although other sources are available.
  - **Entrants** should also include nutritional information about their product and potential allergens, see [Natashas Law](#)



## PRIZES PRIZES PRIZES

### £100 OF HIGH STREET VOUCHERS FOR THE WINNING TEAM

### £50 OF HIGH STREET VOUCHERS FOR TWO RUNNERS UP

#### WHAT DO YOU HAVE TO DO

Entries to be submitted on the application form attached email these to [skills@fdfscotland.org.uk](mailto:skills@fdfscotland.org.uk) by **15<sup>th</sup> September 2023**. **It would be great if you can email us if you are planning to enter the competition to help us understand the range of schools entering. We can also ask local producers if they can help local schools by providing a STEM Food and Drink Ambassador, but we can't guarantee this help!**

**Please note** we request that applications are submitted in the Word document as supplied as we cannot guarantee that we can access other forms of entries

Shortlisted entries will be informed by **22<sup>nd</sup> September 2023**.

**Judging** will take place on an allocated day during week commencing **2<sup>nd</sup> October 2023**

#### IMPORTANT INFORMATION!

##### The Rice

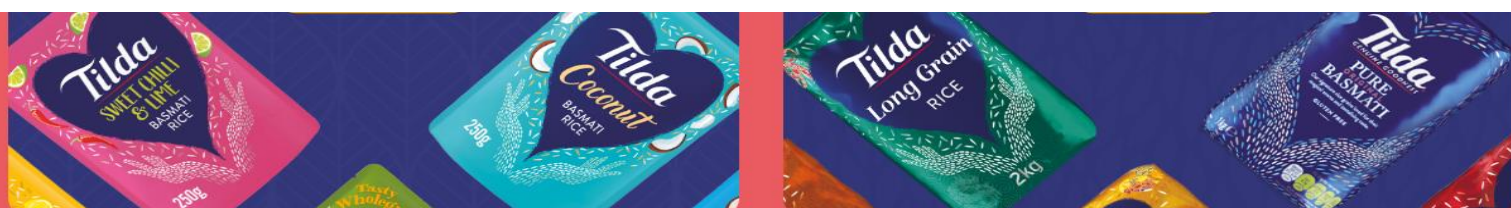
Tilda ambient dry rice **MUST** be used in the competition and should make up at least 50% of this dish. The Tilda Foodservice competition is about using rice as an integral part of the dish, the hero of the dish, not as a side.

Teams can choose any of the Tilda ambient DRY Rice range, although bonus points will be given for using more than one different type of rice.



\*Tilda's ambient range includes aromatic **Tilda Basmati & Wild**, naturally fragrant **Jasmine Rice**, nutty **Brown Basmati Rice**, healthy **Brown and White Rice** and the champagne of their range, **Pure Basmati**.

Check out Tilda Foodservice range at <https://www.tilda.com/professionals/professional-range/>



## WHY ARE WE DOING THIS?

This challenge aims to help students in Scotland in the following ways:

- Raise awareness of the journey that our food makes
- Support educators to deliver the curriculum and encourage interdisciplinary learning
- Understand the process of ensuring healthy, nutritious food gets onto our plate
- Understand the multitude of career opportunities involved in the food industry
- Provide active engagement between pupils and industry
- Encourage educated food choices
- Support health and wellbeing through research and practical application
- Help pupils gain practical skills relevant to future employment opportunities
- Encourage team working and co-operative learning
- Help pupils to understand how the subjects they learn at school are relevant in the real world of work

## HOW CAN THIS ACTIVITY SUPPORT THE CURRICULUM?

The pupils are expected to work in teams to explore and research where food comes from and the stages it goes through to get to the plate or package, including;

- [Researching global foods produce and what foods are available locally](#)

Having explored a range of issues which may affect food choice, I can discuss how this could impact on the individual's health.

### HWB 3-34a

- [Working with other organisations to find out what is popular and what is possible to produce as a new dish](#)

By using problem-solving strategies and showing creativity in a design challenge, I can plan, develop, make and evaluate food or textile items which meet needs at home or in the world of work.

### TCH 3-04c

- [Understanding the product development process for new or reformulated products](#)

By using problem-solving strategies and showing creativity in a design challenge, I can plan, develop, make and evaluate food or textile items which meet needs at home or in the world of work.

### TCH 3-04c

- [Research what pupils would like to eat as part of a healthy balanced diet and the associated benefits](#)

By using problem-solving strategies and showing creativity in a design challenge, I can plan, develop, make and evaluate food or textile items which meet needs at home or in the world of work.

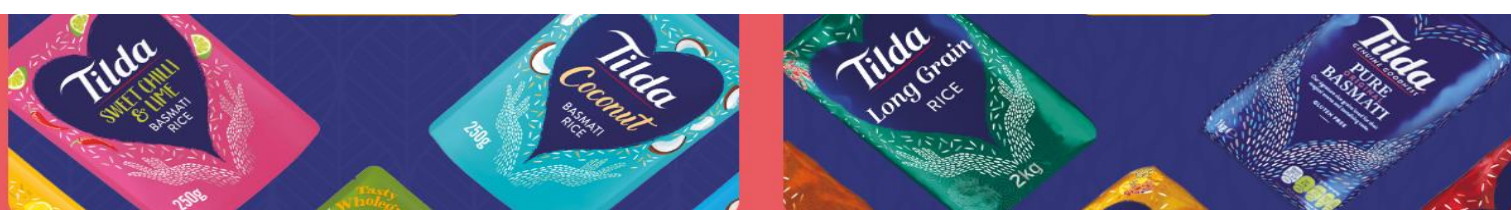
### TCH 3-04c

- [Develop a marketing plan to promote their new product or products with associated: nutritional breakdown, costings, marketing and promotion plan this may also include appropriate packaging and promotional ideas](#)

By using problem-solving strategies and showing creativity in a design challenge, I can plan, develop, make and evaluate food or textile items which meet needs at home or in the world of work.

### TCH 3-04c

This activity also supports delivery of the DYW Career Education Standard (3 -18)



## Tilda Food Challenge 2023 – COMPANY STATEMENT

Tilda Foodservice understands the importance of offering nutritious school meals together with educating pupils about different cultures and cuisines from around the world. As part of this activity they want to help pupils in Scotland understand the importance of a healthy balanced diet and understand the journey that their product makes, the people involved in processing this important staple product and the opportunities a career in food can provide.

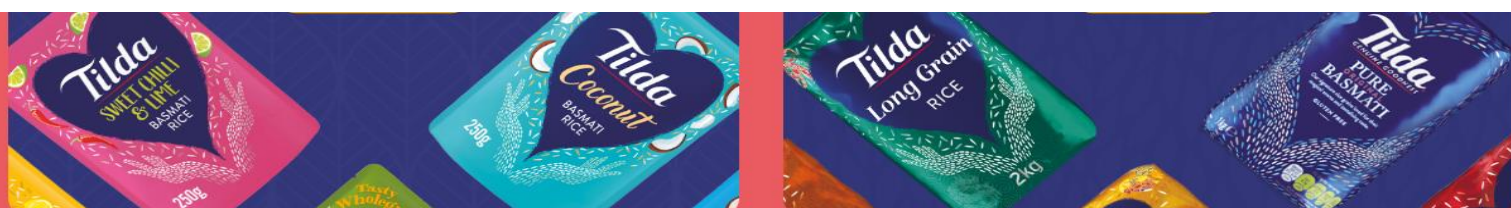


A socially responsible company Tilda Foodservice supports several charitable causes including MARYS MEALS, a Scottish based charity. Tilda supports the Felix project which donates surplus food to homeless charities.

### Terms and Conditions

The competition is run by Food and Drink Federation Scotland and Tilda Foodservice from 48 Melville St, Edinburgh EH3 7HF

1. All entries should be received no later than 15<sup>th</sup> September 2023.
2. Submission of an entry shall constitute acceptance of all terms and conditions.
3. To constitute a complete entry, teams must submit as per above checklist and in the form requested which includes a name for the product, description and ingredients.
4. Incomplete entries will not be submitted into the paper judging stage of the competition. All entries will be checked on submission.
5. All copyright existing on the entries and any promotional activities undertaken by schools will remain with the individual team. However, by entering the competition entrants agree that FDF Scotland & Partners reserves the right to use any materials submitted including but not limited to photographs for any purpose connected to the competition.
6. Entrants will be paper judged by a panel of judges and competition representatives. Entry into the finals will be at the sole discretion of the judging panel.
7. The finals will take place week commencing 2<sup>nd</sup> October 2023 and will comprise the judges visiting the school to meet the team (s) and teacher and see the product(s) being made. If face to face judging is not possible provision will be made for a virtual judging process.
8. All competition entrants may be required to participate in PR activity during the competition.
9. The judging panel's decision is final.



Tilda Food on the Go Challenge Entry Form 2023

Remember to double check you have completed all the points on the application form!

Feel free to continue on separate sheets if necessary

Pupil(s) name:
Pupils email: (optional: if you are entering via your school you can leave this blank but if you are entering individually please complete this)
Name and address of School:
Local authority:
Year group of pupils participating:
Name of teacher and contact details: (email and phone):
Name of product:
Please describe the product that you have designed and how it fits with the brief:
Can you tell us who or what inspired your dish?
Please detail the ingredients that would be used in your dish and your method of preparation.



Can you also detail what you have learned in relation to the following.

“We would also ask that as part of this process, pupils investigate where rice comes from, how it is processed, its economic importance to local economies and its health benefits”.

Can you detail how this dish can be made sustainably and identify ways in which the product can reduce environmental impact?

Can you detail how you suggest fundraising ideas to raise additional funds for Mary’s Meals

Please return this form as a **Word document** to [skills@fdscotland.org.uk](mailto:skills@fdscotland.org.uk) no later than **15<sup>th</sup> September 2023.**

