

S1/2 TYCOON CLUB

Tilda®

Challenge 2024



You are tasked with creating a new rice based snack for Tilda.
Here's the competition guidelines

Your snack (at least 50% made from rice!) must be sustainable and reduce food waste by:

- Utilising any bi-product from the production of something else *and/or* utilise food waste
- Using local produce
- Minimising packaging/making packaging reusable
- Minimising waste in production/using sustainable production methods

Keep notes for each task in one document - make sure you have shared this document with all of your team, making them editors.



RESEARCH/THINK OF CURRENT FOOD TRENDS

- Religious/cultural festivals
- Holiday foods
- Favourite foods



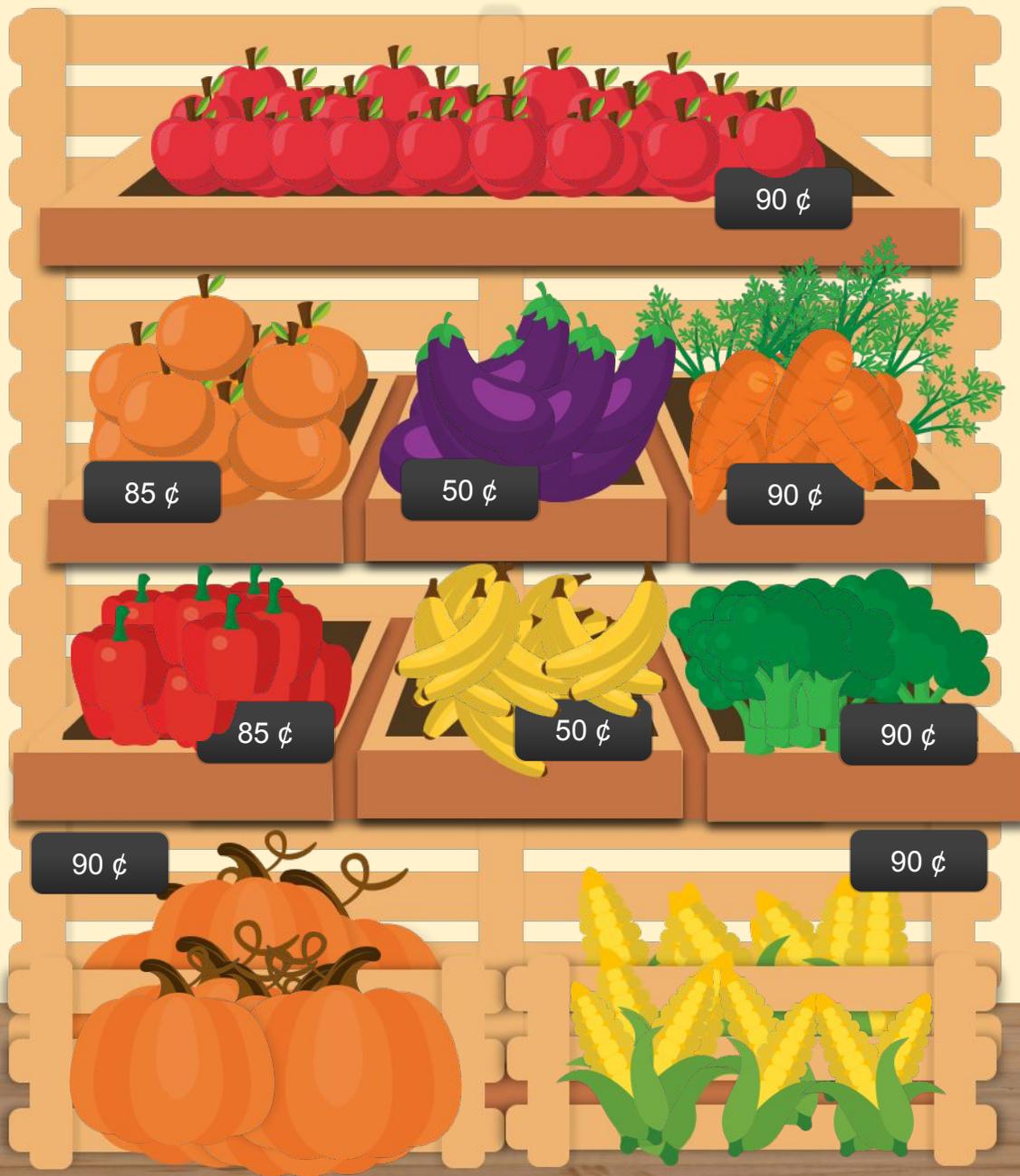
TASK 1

FOOD WASTE RESEARCH

Resources to Help

- Some examples of circular food (inc. by-products)
- Scottish Govt.
- Zero Waste Scotland

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- What is a commonly wasted by-product?
 - What creates the largest amount of food waste?
 - Can any food waste be repurposed? For what purpose?

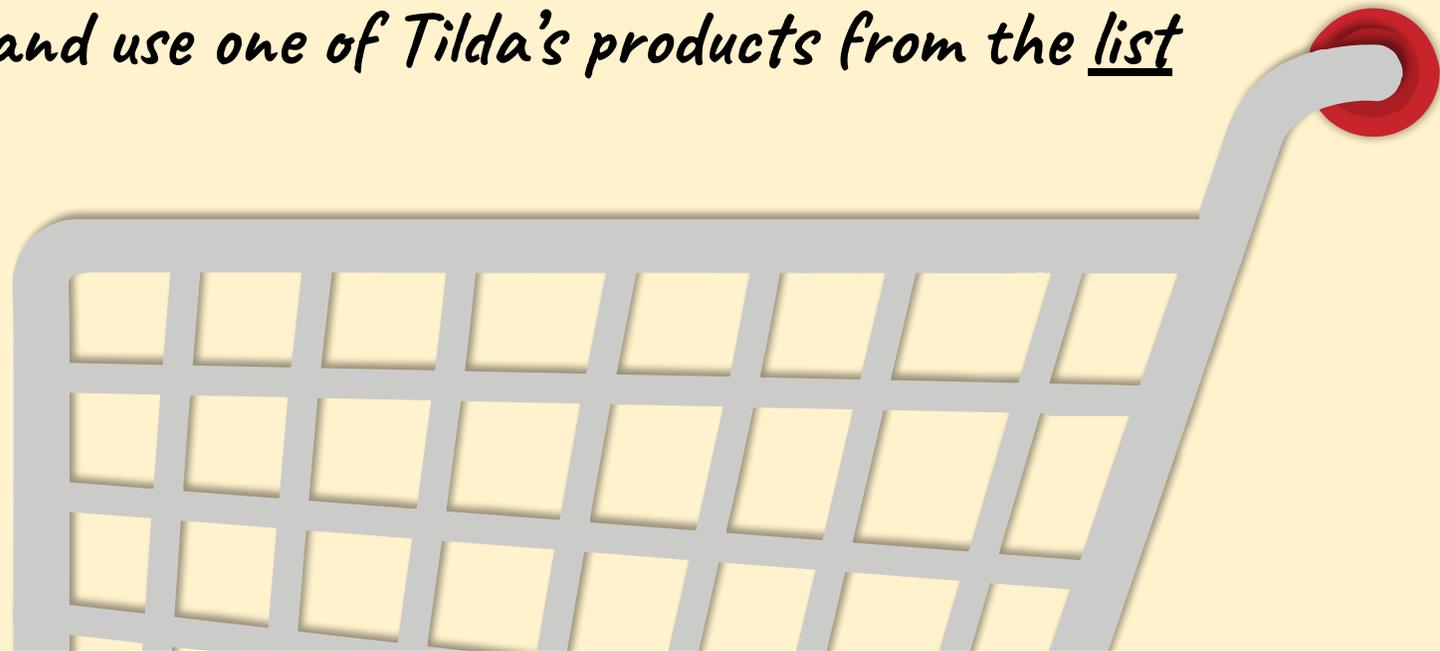
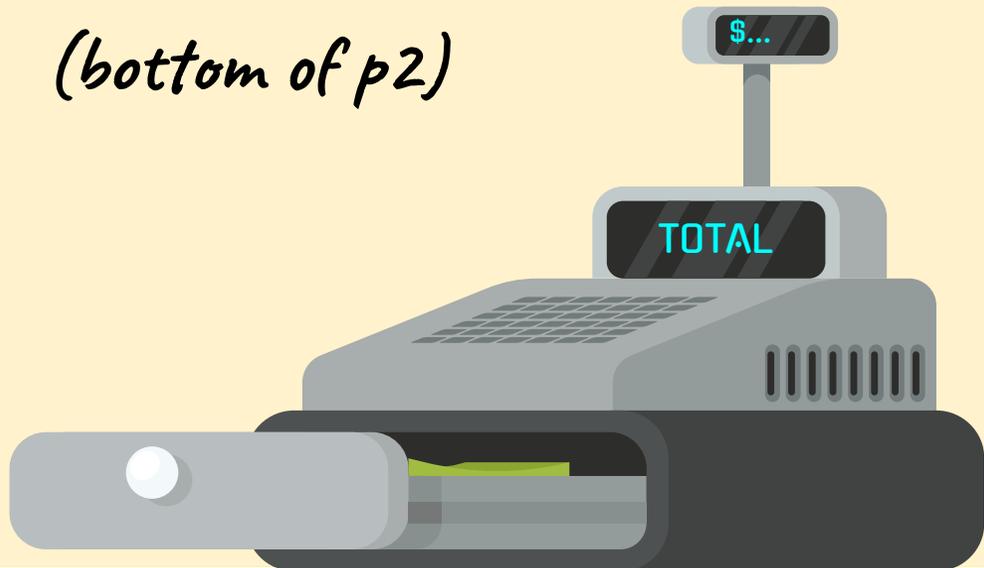


TASK 2

DESIGN YOUR FOOD PRODUCT

Using your knowledge of current food trends and the foods that could be used to minimise food waste, you should now come up with your rice based snack. Don't focus on the packaging/name etc yet - just the core food

Your snack should contain 50% rice and use one of Tilda's products from the list (bottom of p2)



TASK 3

NUTRITION & ALLERGIES

As best you can you should calculate the nutritional values of your product

Use this [link](#) to help you as well as [this](#) link. If this doesn't work for you just try your best using other methods

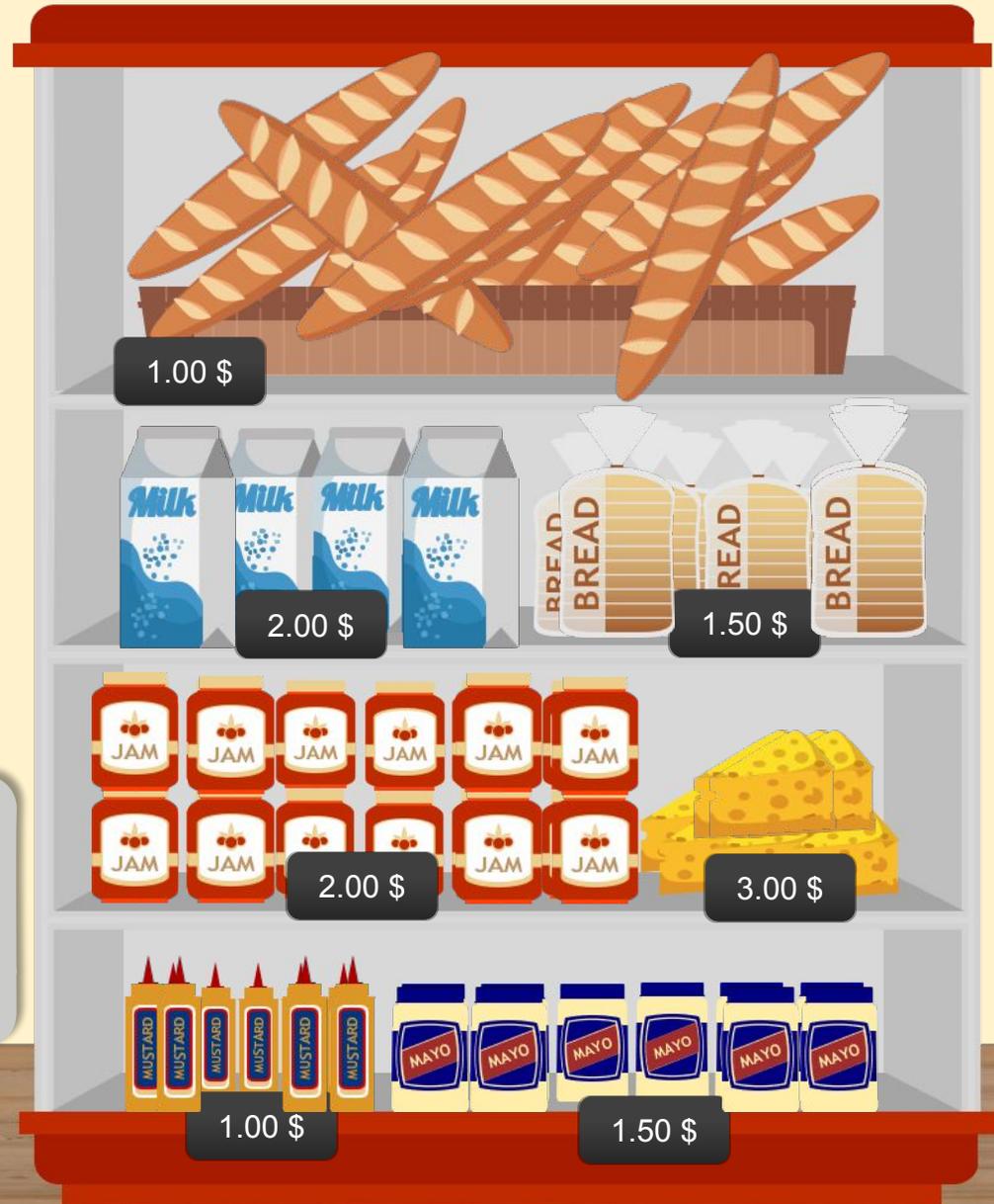
You should also find out if your product contains any allergens



TASK 4

THINK OF WHO YOUR PRODUCT IS TARGETED AT

- Age?
- Gender?
- Sporty?
- Healthy?
- Vegan?



TASK 5

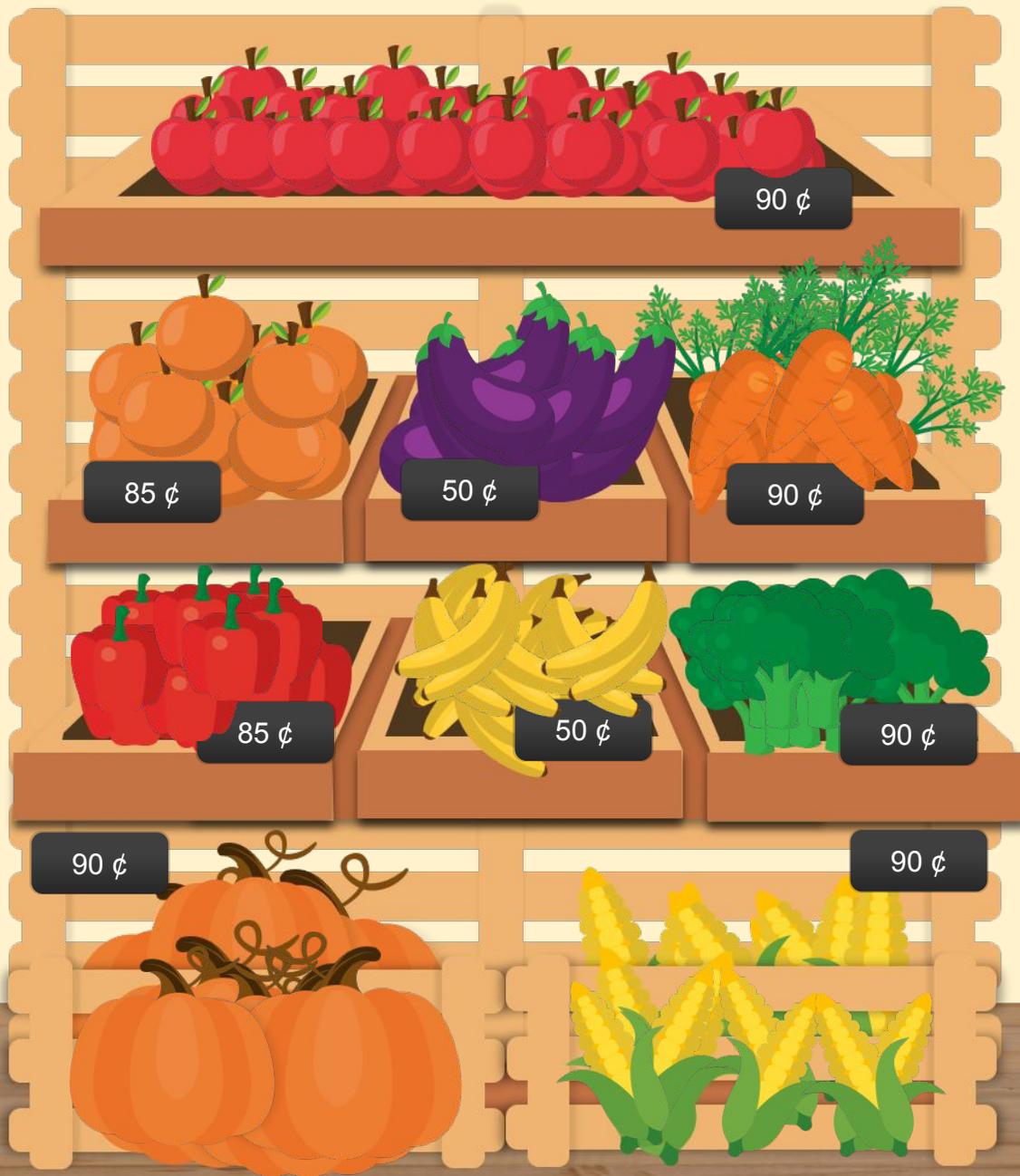
THINK ABOUT YOUR PACKAGING

- Sustainable materials?
- Can it minimise food waste e.g. by being resealable?
- Does it help with portion size?



TASK 6

HOW ELSE CAN YOU BE ENVIRONMENTALLY FRIENDLY?



- *Cooking methods?*
- *Production methods?*
- *Does it come with disposable utensils (e.g. fork)?*



TASK 7

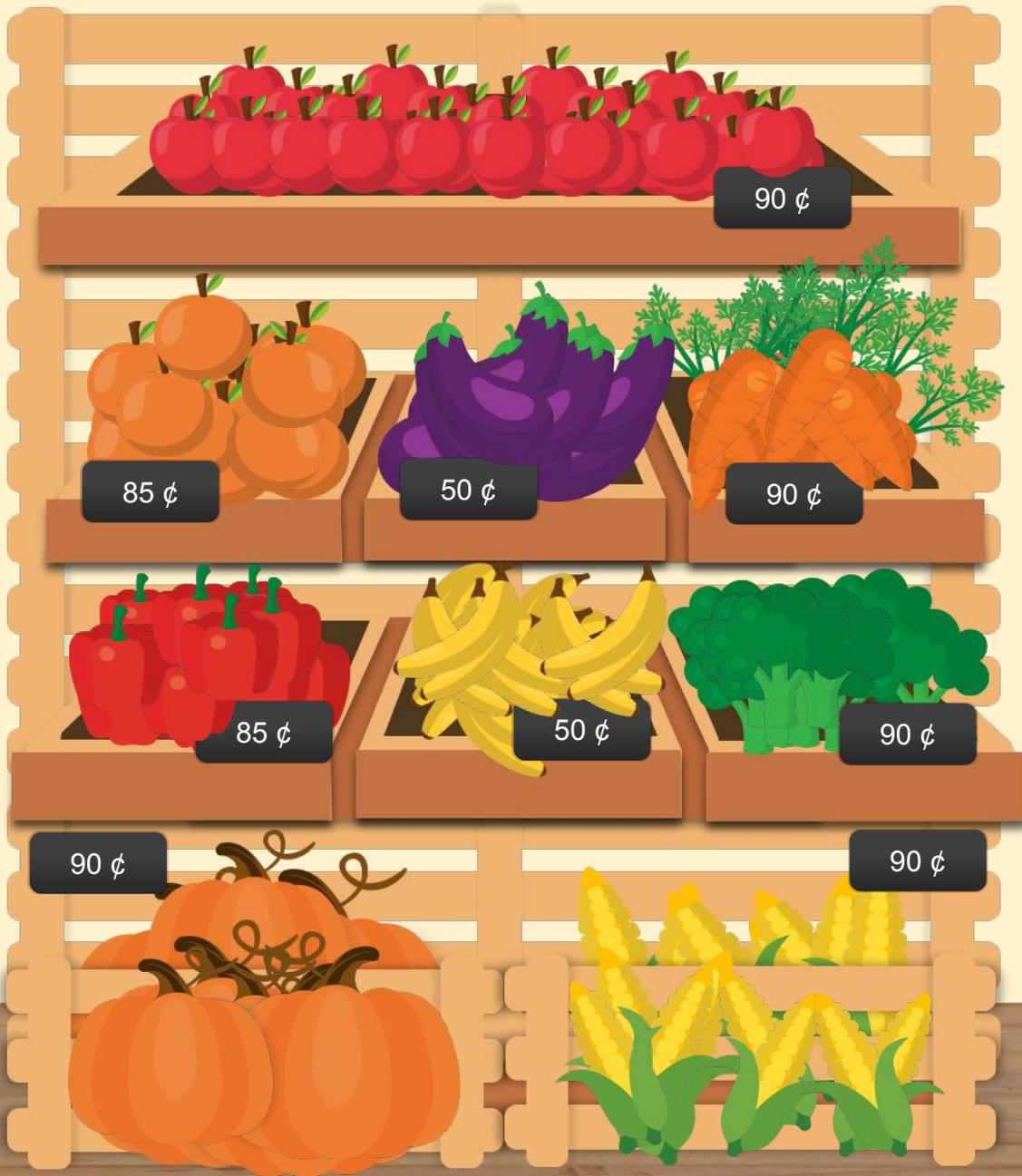
NOW YOU NEED TO COST YOUR PRODUCT AND COME UP WITH A PRICE



- Roughly calculate the cost of your ingredients used
- You need to come up with a price that:
 - Is competitive
 - Will cover your other costs e.g. manufacture



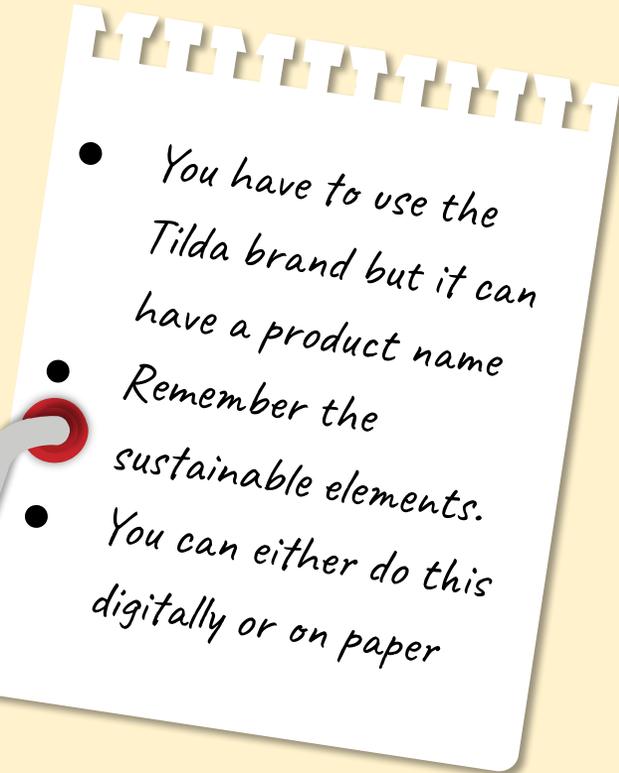
TASK 8



DESIGN THE NAME & PACKAGING

Remember!

- *Your product should have the 'wow' factor*
- *You should be able to make a mockup up your packaging for your video*



TASK 9

HOW CAN YOUR PRODUCT RAISE MONEY FOR MARY'S MEALS?

- You need to come up with a way your product can raise money for Mary's Meals
 - Try to be as innovative as possible!

*Tilda supports the charity Mary's Meals
Here is how they support them*



TASK 10

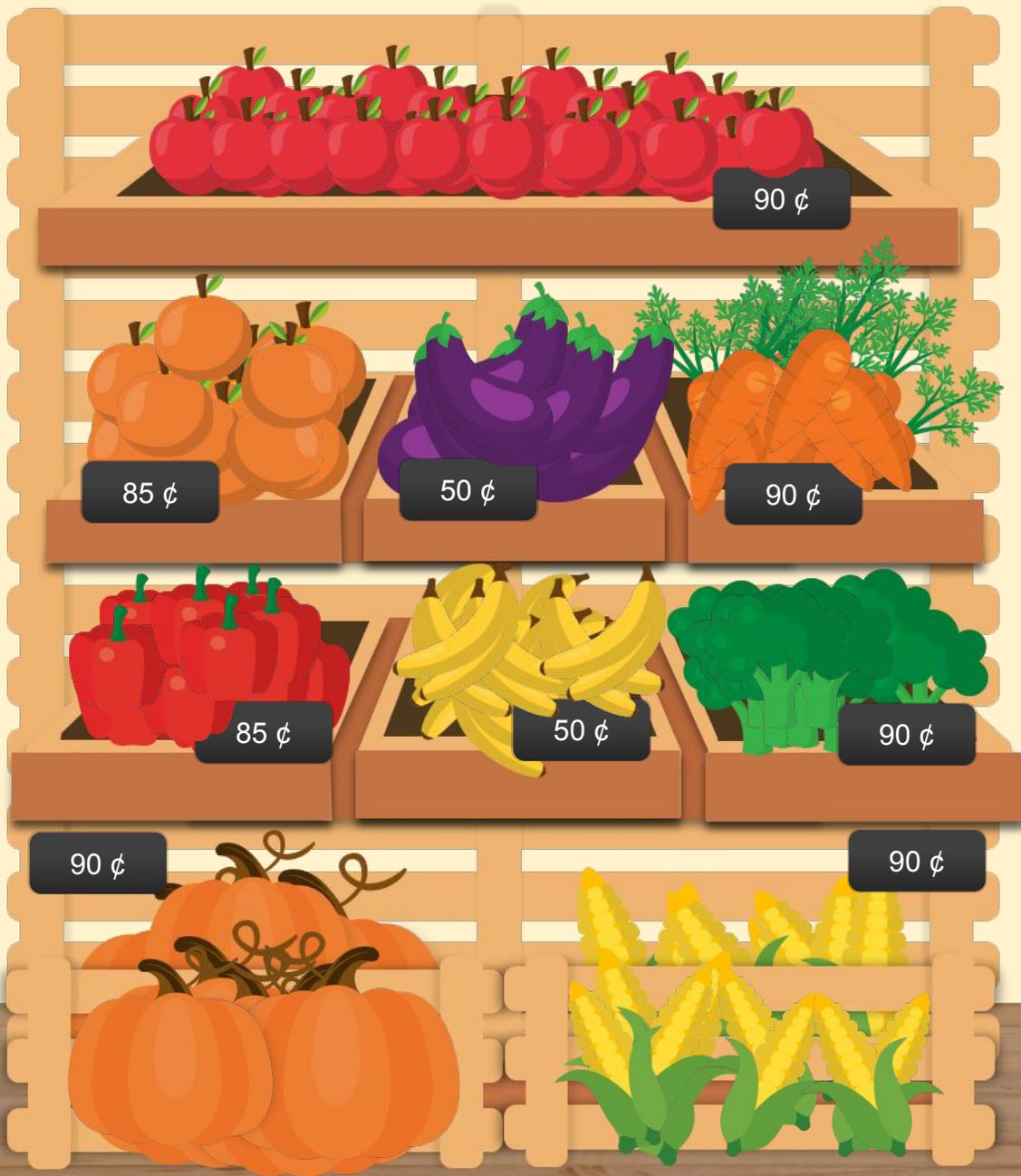
RESEARCH THE RICE INDUSTRY

- You should carry out your own research but you can use this document to help you

- 
- Where does rice come from?
 - How it is processed?
 - How important is it to local communities?
 - What are its health benefits?



TASK 11



CREATE A MARKETING CAMPAIGN

- Adverts
- Social media posts
- Sales promotions
e.g. 25% off
- Celebs/influencers
- Product placement



TASK 12

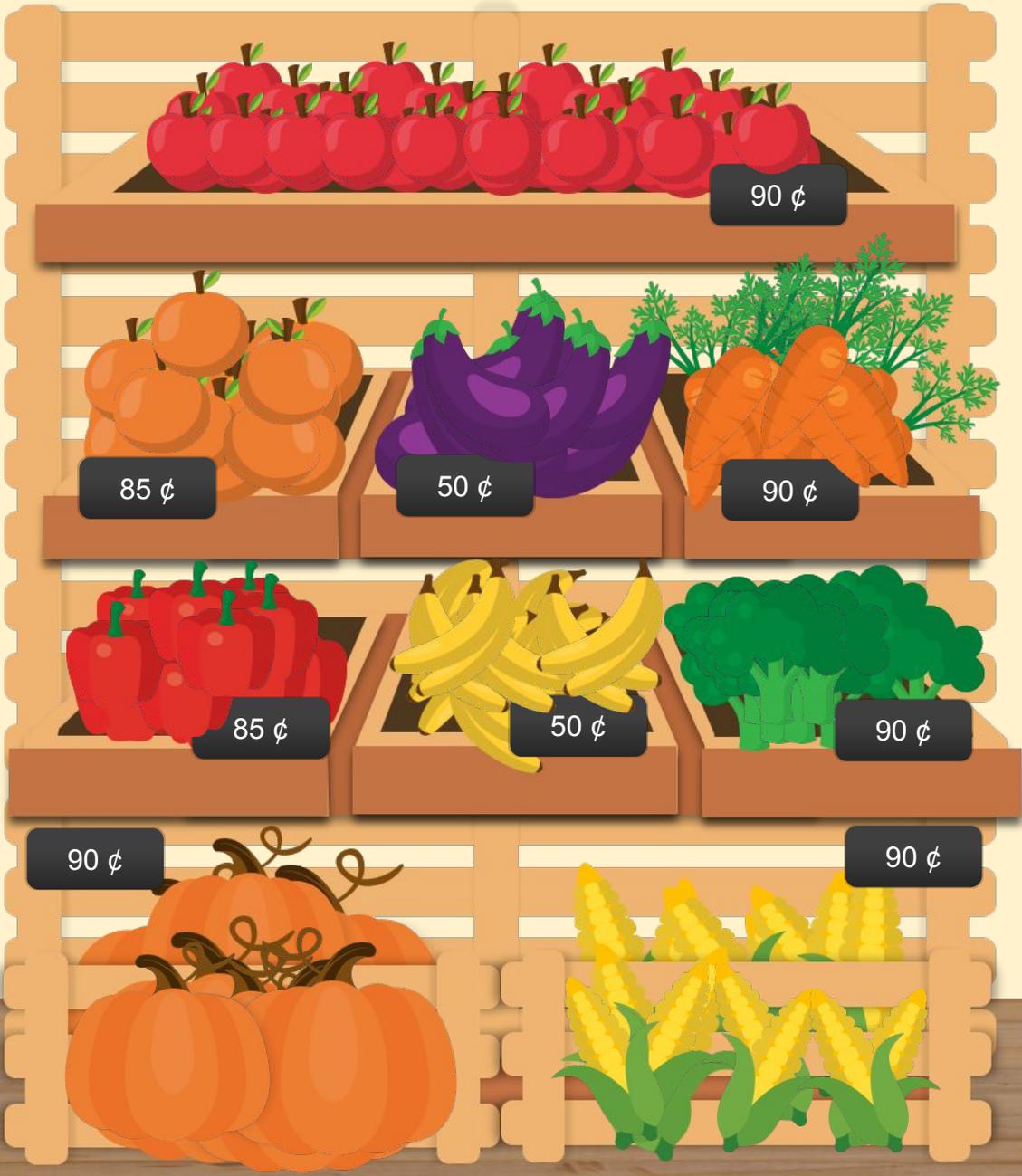
PLAN YOUR SOCIAL MEDIA VIDEO

You should now plan your video. It should be in line with your brand, part of your promotional campaign and include all of the information from your previous tasks (remember, don't mention the task numbers as I've made these up!)



TASK 13

APPLICATION FORM



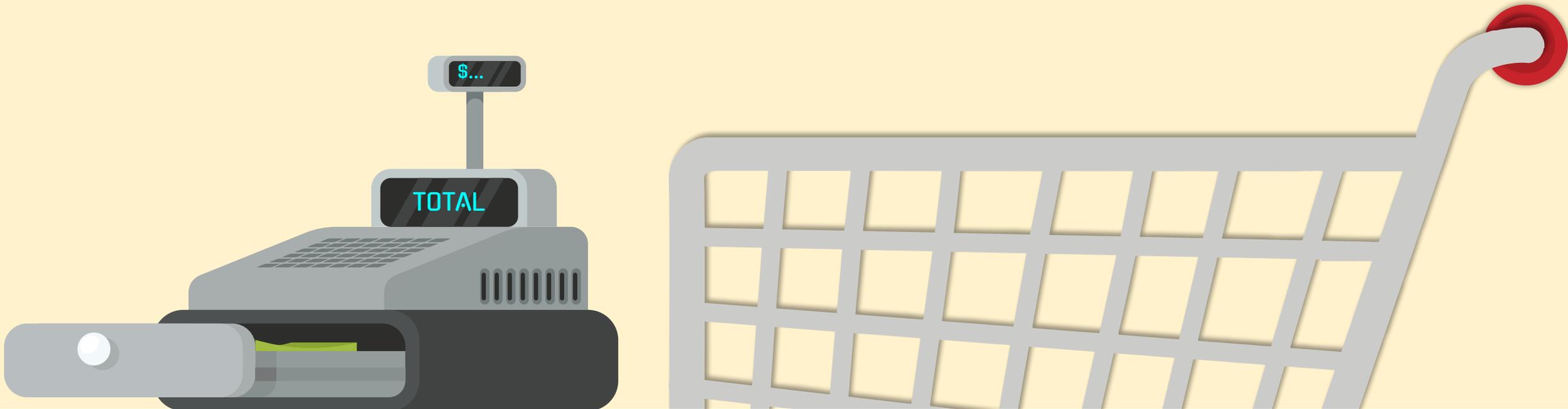
Fill in the application form for your group



TASK 14

MAKE YOUR SOCIAL MEDIA VIDEO

Using your plan from Task 13 you should now make your social media video and upload it to the GClassroom



TASK 15



Free themes and templates for **Google Slides** or **PowerPoint**

NOT to be sold as is or modified!

Read [FAQ](#) on slidesmania.com

Do not remove the slidesmania.com text on the sides.

Sharing is caring!

