



Important dates

Entries can be submitted online from:
3 August 2013
Closing date for entries:
15 November 2013
Winners announced:
25 November 2013

How to enter

Online:
Please visit
www.flavourforecastchallenge.com.au
and follow the prompts.

Post:
A hard copy of all requirements can be sent to:
Flavour Forecast Recipe Challenge
PO Box 404, Kew East VIC 3102

You will be asked to submit:

School details

- School name & address
- School contact, name, phone, email

Team details

- Team name
- Team school year level/s
- Team members

The recipes

Please upload all four recipes as one file.

Images, justification & reflection

The supporting images, justification and reflection may be submitted as a Word, PDF or multimedia presentation.

Multimedia presentations: If using digital technologies (such as MS PhotoStory, Animoto, iMovie, MovieMaker) when submitting supporting images, justification and reflections, please upload the file to an appropriate site (such as Google Drive or Dropbox) and submit the link within a Word document.

Terms and conditions

This challenge is subject to terms and conditions. Please ensure you have read and understood the terms and conditions, which are available at www.flavourforecastchallenge.com.au. Schools must obtain written consent from the parent/guardian of each student prior to entry.

Any queries, please email neredith@marketmaker.com.au

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www.mccormick.com.au



National prize

+ Student prizes

Every student receives a certificate

State prizes



Prizes

National school prize

The school with the national winning entry will receive a Thermomix valued at \$1,939 with an in-school demonstration.

National student prize

The team that submits the national winning entry will receive \$500 worth of EFTPOS cards to distribute evenly amongst team members.

State/Territory school prize

The winning entry from each state/territory (NT/SA, ACT/NSW, VIC/TAS, QLD, WA) will receive the following prize valued at \$1,644:

- A 6-piece Wüsthof Classic Block Set, valued at \$779.00 (RRP);
- A 5-piece GreenPan Rotterdam collection, including 3 x frypans, 1 x wok, 1 x sauté pan valued at \$665 (RRP);
- A supply of McCormick herbs and spices for the classroom (valued at \$200).

State/Territory student prize

Each team member from the winning State/Territory will receive a \$50 McCormick gift bag of various items.

Participation certificates will be sent to all students who enter.



Years 9&10 School **Flavour Forecast 2013** Recipe Challenge
together with heia

Years 9&10 Flavour Forecast Recipe Challenge

*The future of
global
flavour*

Introduction

The Flavour Forecast® 2013 Recipe Challenge is a challenge designed for Year 9 and Year 10 home economics students in Australian schools. The challenge is for the students, in teams or as a class, to develop four original recipes to support the McCormick® Flavour Forecast® 2013. For further information about the Flavour Forecast 2013, visit www.mccormick.com.au. Schools can submit multiple entries, and any number of students can be part of a team; however, any one student can be part of only one team (each team can only submit one school entry).

Design situation

Each year, McCormick Foods identifies flavour trends that are expected to drive global innovation in food. The five trends identified for 2013 are:

1. No apologies necessary
2. Personally handcrafted
3. Empowered eating
4. Hidden potential
5. Global my way

McCormick Foods Australia is looking for four new recipes to support its Flavour Forecast 2013 trends. Each recipe must incorporate a different food trend from the Flavour Forecast 2013.

For each trend, McCormick has identified two sets of ingredients that represent the trend. These ten flavour combinations are listed in the table entitled Flavour Forecast 2013 trends (see page 3).

The four recipes will be used by McCormick Foods Australia to promote to consumers how the selected flavour combinations can be used to develop trendy dishes that can be made in the home kitchen. McCormick Foods Australia is looking for contemporary recipes that promote a variety of fresh foods (in addition to the set ingredients) and reflect the Australian Dietary Guidelines released in 2013.

Design brief

Four original recipes are required, one each for four of the five McCormick flavour trends, as outlined in the Flavour Forecast 2013 trends table. Each recipe must incorporate ingredients from one of the flavour combinations for the chosen flavour trend, along with additional ingredients of choice. Alternative ingredients are suggested in the table on page 3 for some of the unusual, hard-to-get ingredients in the set ingredients; entries will not be penalised for using the alternative ingredients.

Specifications

- Each of the four recipes must:
 - be original — please be aware of penalties related to breach of copyright laws
 - be suitable to be prepared in a typical home economics kitchen
 - be prepared and/or cooked within 100 minutes or less
 - serve two.
- The cost for ingredients for all four recipes must be no more than \$30 in total, excluding the set ingredients.
- No more than one of the four recipes must fall into the discretionary/eat in small amounts food group.

Strategic tips

1. Select four flavour trends that appeal to you.
2. For each of your selected flavour trends, identify the set of ingredients (flavour combinations) that you would like to use in your new recipe — note that all set ingredients must be used.

Tips for writing your justification

- How has your recipe addressed the flavour trend? For example:
 - If using the trend 'No apologies necessary', how does the recipe make the consumer stop and enjoy the moment to savour each aspect of the eating experience?
 - If using the trend 'Personally handcrafted' how does the recipe reflect home crafts and a hands-on approach to food?
 - If using the trend 'Empowered eating', how does the recipe connect to overall health, wellness and sustainable lifestyles?
 - If using the trend 'Hidden potential' how does the recipe use flavours from every part of each ingredient?
 - If using the trend 'Global my way', how are the ingredients being used in a global way rather than their native use?
- In addressing the above, you could consider, for example:
 - What inspired the recipe?
 - Why did you choose the flavour combination that you did?
 - Why did you choose the additional ingredients that you used?
 - What inspired the presentation of the dish?
 - Why do you think this recipe would appeal to consumers?

What has to be submitted?

For each recipe, include the following:

- 1) The recipe
 - Title
 - Total serves
 - Preparation time
 - Cooking time
 - Ingredients
 - Method

Please upload all four recipes as one file.

- 2) Two or three supporting images of the dish from different angles (refer to Tips for food presentation and photography*)

The supporting images may be submitted as a Word or PDF file or as a multimedia presentation.

- 3) Costings breakdown (not including cost of set ingredients)
- 4) Justification of the resolution to the recipe challenge, which should:
 - be no longer than 300 words
 - include two or three images of work-in-progress with appropriate annotations to highlight the design and production journey.
- 5) A brief (maximum 150 words) reflection on what you did:
 - What did you enjoy most?
 - What did you learn?
 - What did you find most challenging?
 - What would you do differently next time?

Judging criteria

- Adherence to design brief
- Appeal of the recipes i.e. how well the ingredients come together to form appealing, quality products
- Point of difference i.e. the factor/s that make the recipes and the presentation of the final food products stand out from the crowd
- Justification of, and reflection on the resolution to the recipe challenge
- Presentation of final food product i.e. attention to design elements such as colour, texture, placement, focal point etc



* Available at www.flavourforecastchallenge.com.au

flavour forecast 2013 trends

Flavour trend
(select four from below)

Flavour combination options
(select one flavour combination option for each selected trend)

Optional alternative ingredients



- a) Bitter chocolate, sweet basil and passionfruit

- Use 70% or 80% dark chocolate or dark cooking chocolate instead of bitter chocolate.
- Use basil instead of sweet basil.
- Use canned passionfruit pulp and syrup instead of fresh passionfruit.

- b) Black rum**, charred orange and allspice

- Use rum flavoured essence instead of rum alcohol.
- Refer to recipe for charred orange#.



- a) Cider**, sage and molasses

- Use sparkling or still apple or pear juice or apple or pear vinegar instead of cider.
- Use golden syrup or treacle instead of molasses.

- b) Smoked tomato, rosemary, chillies and sweet onion

- Use sun-dried, semi sun-dried or roasted tomatoes (no smoked flavour) instead of smoked tomato, or refer to recipe for smoked tomatoes#.
- Use brown onion instead of sweet onion.



- a) Farro grain, blackberry and clove

- Use pearl barley instead of farro grain.
- Use blueberries instead of blackberries (fresh, frozen or canned).

- b) Broccoli and dukkah (blend of cumin, coriander, sesame and nuts)

- Use pre-prepared commercial dukkah.



- a) Hearty meat cuts, plantain and cinnamon quills

- Use unripe (green) banana instead of plantain.
- Use ground cinnamon instead of cinnamon quills.

- b) Artichoke, paprika and hazelnut



- a) Anise and cajeta (Mexican caramel sauce)

- Use caramel sauce instead of cajeta.
- Use star anise or aniseed instead of anise.

- b) Japanese katsu sauce and oregano

- Use barbecue sauce with soy sauce instead of Japanese katsu.

** to be used in accordance with school policy for alcohol used in cooking

a recipe to create this ingredient is available at www.flavourforecastchallenge.com.au