



National prize \$2,000 Voucher

The national prize for the winning school is a \$2,000 voucher from ExecutiveChef.com.au to stock up your kitchen. Plus an HEIA one-year school membership (for up to 6 teachers at the school), valued at \$330.

State prizes

In addition, the winning school from each state/territory (ACT/NSW, NT/SA, QLD, VIC/TAS, WA) will receive the following prizes, valued at \$1442:

- **Tupperware Compact Cookware Set – RRP \$379.** This set nests together for space-saving storage and includes:
 - 1 x 1.5L Saucepan with Cover
 - 1 x 2.5L Saucepan with Cover
 - 1 x 3.5L Saucepan with Cover
 - 1 x Removeable Handle.
- **Tupperware Kitchen Preparation Tools – RRP \$97.** These six essential kitchen tools – KP Serving Spoon, KP Whisk, KP Master Tongs, KP Skimmer, KP Slotted Turner and KP Ladle – are heat resistant to 200C.
- **Tupperware Universal Series Knife Set – RRP \$241.** This is a seven-piece stainless steel knife set with ergonomic handles and protective sheaths and includes paring, utility, serrated utility, filleting, bread and chef knives, plus a sharpener.
- **Tupperware Modular Mates® Mixed Pantry Set – RRP \$225.** Modular in design, these virtually airtight containers will save space and protect your food.
- **A supply of McCormick herbs and spices for the classroom (valued at \$500).**

Tupperware®



There are also student prizes and each entrant receives a participation certificate.

McCormick Foods Australia and Home Economics Institute of Australia Inc. (HEIA) invite you to involve your Year 9 and Year 10 home economics students in a national, education-focused recipe challenge

McCormick Foods Australia and the Home Economics Institute Australia Inc. (HEIA) are excited to announce the launch of the **Years 9 & 10 Flavour Forecast® 2014 Recipe Challenge.**

Each year, McCormick releases the Flavour Forecast report, a highly anticipated look at emerging culinary trends expected to drive flavour innovation over the next several years. This report is created by a team of McCormick chefs, home economists, sensory scientists, dietitians, trend trackers, marketing experts and food technologists from around the world. The global report showcases trends and flavours taking root in Asia, Australia, Europe, Africa, Latin America and North America.

Now in its second year, the McCormick/HEIA Recipe Challenge provides an opportunity for Year 9 and Year 10 home economics students in Australian schools to explore these flavours in more detail and develop a series of recipes based around the 2014 trend-setting themes.

The challenge is for students, individually, or in teams, to develop four original recipes that support the McCormick® Flavour Forecast® 2014. Entrants are required to submit:

- school and team details
- four original recipes inspired by the Flavour Forecast 2014 report (see overleaf)
- two or three supporting images of each dish
- a costings breakdown
- a justification of, and reflection on the resolution to the recipe challenge.

Judges will be looking for:

- adherence to the design brief
- appeal of the recipes
- point of difference
- justification of, and reflection on the resolution to the recipe challenge
- presentation of final food product.

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. If a student enters individually, they cannot also be in a team.

Each team/individual can only submit one school entry.

Schools must obtain written consent from the parent/guardian of each student prior to entry.

HEIA has worked closely with McCormick Foods Australia to develop a design brief that is grounded in the curriculum. As a result, the recipe challenge has a real-world context, modelling some of the key features of the Australian Curriculum, including critical and creative thinking, ICT capability, and Australia's engagement with Asia. This is a great opportunity for students to learn about the real demands of the food industry, have some fun whilst being creative, and potentially win some fabulous prizes.

The competition closes on 27 October 2014 and winners will be announced on 18 November 2014.

To register your interest, please email Neredith at neredith@marketmaker.com.au and request your Competition Entry Pack, which contains full entry requirements. Your school must obtain a Competition Entry Pack prior to entering as the pack contains the design brief and additional supporting materials, including a spice pack, a copy of the Flavour Forecast 2014 Report, an A-Z Glossary of all flavour ingredients, tips on food styling and photography, tips on writing a recipe, background on how food trends are identified, and some key information on storing and selecting herbs and spices.

* This challenge is subject to terms and conditions, which are available in the competition pack.

Request a copy from Neredith at neredith@marketmaker.com.au



McCormick Brings Passion to Flavours™



Flavour trend (select four from below)	Flavour combination and instructions	Optional alternative ingredients and tips
CHILLI OBSESSION	<p>Food lovers everywhere are seeking out their next big chilli thrill. Beyond just discovering new chilli varieties, this obsession has extended into using techniques like grilling, smoking, pickling and candying to tease out the flavour potential of chillies.</p>	<p>Chilli obsession—Students are to deliver a dish that includes two different types of chillies such as guajillo, chilli de arbol, tien tsin and aji amarillo, and use two different techniques for cooking their chillies e.g. grilling, smoking, pickling, fermenting or candying.</p> <p>Refer to the handy recipe sheet for chilli cooking techniques#.</p>
MODERN MASALA	<p>Indian food is finally having its moment, breaking free of its traditional confines with modern interpretations. People around the world are taking their appreciation for this richly-spiced cuisine to the next level, and exploring more flavours in new ways.</p>	<p>Paneer cheese—use firm creamed cottage cheese (available in fridge section of most supermarkets) or queso blanco or queso fresco (available from gourmet food delis).</p> <p>Kashmiri masala—Refer to recipe for Kashmiri masala #.</p>
CLEVER COMPACT COOKING	<p>Proving that big flavours can come from small spaces, cooks across the world are making the most of space that is available to them. They are discovering creative ways to prepare flavourful meals in a single appliance.</p>	<p>Clever compact cooking—Students are to deliver a dish that is prepared in only one kitchen appliance such as a microwave oven, blender etc., and uses tea, noodles and coriander.</p> <p>Noodles—use any variety of dried or fresh noodles e.g. egg noodles, glass noodles, rice stick noodles or miso noodles.</p> <p>Tea—use loose tea or tea bags. Any variety of tea may be used, including herbal infusions.</p> <p>Coriander—use ground coriander, coriander seeds or fresh coriander leaves, or a combination.</p>
MEXICAN WORLD TOUR	<p>Mexican flavours are on the move around the world. From a growing taste for regional Mexican food in the United States to early exploration of typical Mexican cuisine in China, cultures across the world are embracing authentic elements of this cuisine.</p>	<p>Mexican world tour—Students are to choose at least two authentic Mexican ingredients from tomatillos, chamoy sauce or recados, and deliver a dish that would be served in a foreign country e.g. an authentic Mexican dish using tomatillos served Japanese style.</p> <p>Tomatillos—use fresh or canned tomatillos or use green or unripe tomatoes.</p> <p>Chamoy sauce—refer to recipe for Chamoy sauce #.</p> <p>Recado rojo—refer to recipe for recado rojo#.</p>
CHARMED BY BRAZIL	<p>The world's attraction to Brazilian cuisine is heating up, thanks to its enticing mix of global and native influences.</p>	<p>Charmed by Brazil—Students are to pick at least two ingredients from black eye peas, guava, cassava and tempero baiano, and prepare a dish that is a melting pot cuisine of Amazonian influences and one other influence – either European, African or Asian.</p> <p>Guava—use fresh or frozen red or green guavas or use guava juice or guava jam or preserve.</p> <p>Cassava—use flour or root, or tapioca, corn or rice flour, or arrowroot.</p> <p>Black eye peas—use fresh, canned, frozen or dried chick peas, pigeon peas, red kidney beans, black beans, white beans.</p> <p>Tempero baiano—Refer to recipe for Tempero baiano #.</p>