

Information for teachers

Important dates

Entries can be submitted from:

Monday 20 April 2015

Closing date for entries:

To arrive no later than last mail on
Monday 26 October 2015

Winners announced:

Tuesday 17 November 2015

How to enter

Obtain your competition pack and entry form by emailing Neredith at neredith@marketmaker.com.au. Complete the entry form and submit with a hard copy of requirements, along with a CD or USB, if submitting images as a multi-media presentation, to: Flavour Forecast 2015 Recipe Challenge PO Box 404, Kew East VIC 3102

Your entry should include the following:

School details

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

Individual or team details

- Name
- School year/s
- Team members if a group entry

The recipes

Please ensure you submit one recipe for each trend, making a total of four recipes.

Images, justification & reflection

The supporting images, justification and reflection may be submitted as hard copy or as a multimedia presentation. If using digital technologies (such as MS PhotoStory, Animoto, iMovie, MovieMaker), please save the file on to a CD or USB stick, and mail with your entry.

Terms and conditions

This challenge is subject to terms and conditions. Please ensure you have read and understood the terms and conditions, which are found within your Competition pack.

Please contact Neredith at neredith@marketmaker.com.au if you require another copy or further clarification.

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

www.mccormick.com.au

National prize
\$2,000
Voucher



School membership

Tupperware®



State prizes



+ Student prizes

Every student receives a certificate

McCormick Brings Passion to Flavour™



Prizes

National school prize

The school with the national winning entry will receive \$2,000 voucher plus an HEIA one-year school membership (for up to 6 teachers at the school), valued at \$400. Visit heia.com.au for full membership benefits.

National student prize

The individual or team that submits the national winning entry will receive \$500 worth of EFTPOS cards. If a team wins, the \$500 will be distributed evenly amongst team members.

State/territory school prizes

The winning entry from each state/territory (ACT/NSW, NT/SA, QLD, VIC/TAS, WA) will receive the following prize pack valued at \$1999:

- Tupperware Modular Mates® Mixed Pantry Set
- Tupperware Smooth Chopper™
- Tupperware Turbo Chef®
- Tupperware Extra Chef™
- Tupperware Kitchen Preparation Tools
- Tupperware Grate 'n Measure™
- Tupperware Twistable Peeler
- Tupperware Universal Series™ Knife Set, Cheese Knife and Knife Sharpener
- Tupperware Veg Out, small and large
- Tupperware Bake 2 Basics Slimline Digital Scales
- Tupperware Bake 2 Basics Measuring Cup Set and Decorating Bag
- TupperChef™ Spatula, thin and medium
- TupperChef™ Slice Form, Round Form and Baking Sheet
- A supply of McCormick herbs and spices for the classroom (valued at \$500).

State/territory student prize

Each team member or individual 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 Flavour Forecast® 2015

Student
Recipe Challenge



Flavour Forecast 2015

Recipe Challenge

together with



Years 9&10 Flavour Forecast® 2015 Student Recipe Challenge

Introduction

The Years 9 & 10 Flavour Forecast® 2015 Recipe Challenge is a challenge designed by McCormick Foods Australia and the Home Economics Institute of Australia Inc. for Year 9 and Year 10 home economics students in Australian schools. The challenge is for students, individually or in teams, to develop four original recipes to support the McCormick® Flavour Forecast® 2015.

Schools may submit multiple entries and any number of students may be part of a team; however, any one student may be part of only one team. If a student enters individually, he/she may not also be in a team. Each team/individual may submit only one school entry.

Design situation

Each year, McCormick identifies and reports on flavour trends that are expected to drive global innovation in food. This year, the report identified eight trends. However, the 2015 Student Recipe Challenge focuses on only five of these trends, as shown in the table opposite.

McCormick Foods Australia is looking for four new recipes to support its Flavour Forecast 2015 trends. The four recipes will be used by McCormick Foods Australia to promote to consumers how the selected flavour trends can be used to develop flavoursome 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 current Australian Dietary Guidelines.

For each trend, the Home Economics Institute of Australia Inc. and McCormick Foods Australia have identified parameters for how these trends are to be represented. These parameters are identified in the Design brief.



* Available in the competition pack or online at www.mccormick.com.au.

Design brief

Four original recipes are required, one recipe each for four of the five McCormick flavour trends, as outlined below.

Sour + salt

Students are to develop their own Sour + salt blend (students may choose from one of the Sour + salt blends provided in the Handy recipes*, or create their own). Students must then deliver a dish that contains this Sour + salt blend, along with an additional sour ingredient from the choices outlined in the table opposite. Students may add any other ingredients, provided they are within the budgetary constraints of the challenge.

Liquid revolution

Students are to deliver a vegan dish that uses a spiced or herbed fruit or vegetable puree as a sauce or dressing. While the focus of the dish is the spiced puree, the dish must also include at least one serve of protein-rich food and at least one serve of calcium-rich food from the supplied list featured in the table opposite.

Cookies reimaged

Students are to deliver a dessert that uses a spiced cookie or biscuit within the dish. Students must make their own cookie or biscuit. They must also include within the dish a milk that is an alternative to dairy milk, in addition to any milk used to make the cookie.

Middle Eastern mezze

Students are to deliver three small tapas plates, with no more than one of the three dishes being a dip or spread. At least two of the following spice blends must be used in at least two of the tapas dishes presented: ras el hanout, shawarma and harissa.

Smoked spices

Students are to deliver a savoury or sweet dish that uses:

- 1) a smoked spice (e.g. ground or quill cinnamon) AND a smoked herb (e.g. bay leaves, rosemary leaves) AND a smoked seed e.g. (fennel seed, coriander seed)

Or

- 2) a smoked blend that contains at least one herb, one spice and one seed.

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 \$33 in total, excluding the set ingredients.
- No more than one of the four recipes must fall into the discretionary/eat in small amounts food category.

What has to be submitted?

For each recipe, the following must be included:

- 1) The recipe (please refer to Tips for writing a recipe*)
 - Title
 - Preparation time
 - Cooking time
 - Total serves
 - Ingredients
 - Method
 - Suggestion/s for presentation of the final dish
 - Total cost of ingredients, other than the set ingredients
- 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 multimedia presentation on a CD or USB stick
- 3) Costings breakdown for the recipe, but excluding the set ingredients, taking into account the ingredients are to only serve two people
- 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, for example:
 - the inspiration for the recipe
 - what was enjoyed most
 - what was learnt
 - what was most challenging
 - what would be done 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.

Strategic tips

1. Select four flavour trends that appeal to you.
2. For each of your selected flavour trends, identify ingredients that you would like to use in your new recipe.

Tips for writing your justification

- Consider how the recipe has addressed the flavour trend. For example:
 - What was the hero of the dish and how does it relate to the trend?
 - If using the trend 'Sour + salt', how do the sour and salt flavours impact on the finished flavour of the dish in regards to texture and taste?
 - If using the trend 'Liquid revolution', how do the spices enhance the puree and complement the protein-rich and calcium-rich foods?
 - If using the trend 'Cookies reimaged', how does the chosen milk complement the flavours in the cookie?
 - If using the trend 'Middle Eastern mezze', why were the particular spices chosen?

- If using the trend 'Smoked spices', how does the smokiness of the particular herb and spice blend change the overall flavour of the dish?
- In addressing the above, the following could be considered:
 - What inspired the recipe?
 - Why were the ingredients chosen from the list of set ingredients?
 - Why were the additional ingredients chosen?
 - What inspired the presentation of the dish?
 - In what way would this recipe appeal to consumers?



Flavour trend (select four from the five listed below)	Set Ingredients
Sour + salt Combining coarse salt with surprising sours like pickled ginger, sour cherry, dried mango and lemon zest results in a lively finishing flavour that lends brightness and texture to dishes.	1) A Sour + salt blend 2) At least one sour ingredient from the following list: lemon, orange, tangerine, lime, pink grapefruit, kumquats, blood orange, clementine, tamarind, yuzo, apple cider vinegar, balsamic vinegar, white wine vinegar, red wine vinegar, rice vinegar, fruit vinegars, coconut vinegar, herb vinegars, sugar cane vinegar, palm vinegar, pickled vegetable [^] , pickled fruit [^] , fermented food, miso.
Liquid revolution Fresh purees blend with bold spices and herbs to intensify the flavour of sauces, dressings and more — providing a fun and delicious way to enjoy an extra serving of fruits and vegetables.	1) One serve of protein-rich vegan food* from the following list: legumes (dried beans, peas and lentils), nuts, seeds, soy products, wholegrain breads and cereals (particularly amaranth and quinoa). 2) One serve of calcium-rich vegan food* from the following list: calcium-fortified soy products, hard tofu, almonds, unhulled tahini (sesame seed paste), green leafy vegetables such as kale and Asian greens (e.g. bok choy, Chinese broccoli).
Cookies reimaged Spiced cookie flavours take new forms in imaginative desserts that redefine 'milk and cookies'.	1) Dairy milk alternative: almond milk, macadamia milk, goat's milk, coconut milk, rice milk or other plant-based milks.
Middle Eastern mezze Dips, spreads and tapas plates are a delicious introduction to the tastes and textures of Middle Eastern cuisine.	Two of the following spice blends are to appear in at least two of the tapas dishes: 1) Ras el hanout 2) Shawarma 3) Harissa Recipes for these blends can be found in the Handy recipes document* or students can use alternative recipes for these blends.
Smoked spices Smoking spices and herbs deepens their flavour and aroma, adding richness and smokiness to meals and drinks.	1) A smoked spice e.g. cinnamon 2) A smoked herb e.g. rosemary 3) A smoked seed e.g. fennel seed Alternatively a spice, herb and seed may be blended together and then the blend smoked. Tips on smoking herbs and spices can be found within the A—Z Glossary [#] , along with herbs, spices and seeds that work best when smoked.

[^] Please see A—Z Glossary for list of pickled fruits and vegetables * Available in the competition pack or online at www.mccormick.com.au.
[#] As recommended by the Dietitians Association of Australia (DAA)