

INFORMATION FOR TEACHERS

Important dates

Entries can be submitted from:

Monday 19 May 2014

Closing date for entries:

Last mail on Monday 27 October 2014

Winners announced:

Tuesday 18 November 2014

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 2014 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

Team details

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

The recipes

Please ensure you submit one recipe for each theme, 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



Tupperware®



Every student receives a certificate

State prizes



+ Student prizes



McCormick Brings Passion to Flavour™



Prizes

National school prize

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

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® 2014 RECIPE CHALLENGE



Flavour Forecast 2014

RECIPE CHALLENGE

together with heia

YEARS 9&10 FLAVOUR FORECAST® 2014 RECIPE CHALLENGE

Introduction

The Years 9 & 10 Flavour Forecast® 2014 Recipe Challenge is a challenge designed by McCormick Foods Australia and the Home Economics Institute of Australian 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® 2014.

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.

Design situation

Each year, McCormick identifies flavour trends that are expected to drive global innovation in food. The five trends identified for 2014 are shown in the table opposite.

McCormick Foods Australia is looking for four new recipes to support its Flavour Forecast 2014 trends. The four recipes will be used by McCormick Foods Australia to promote to consumers how the selected flavour combinations 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 Australian Dietary Guidelines released in 2013.

Each recipe must incorporate a different food trend from the five trends.

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 below.

Design brief

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

1. 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.

2. Modern masala—Students are to deliver a dish that is modern, and uses Kashmiri masala and paneer cheese.
3. 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.
4. Mexican world tour—Students are to choose at least two authentic Mexican ingredients from tomatillos, chamoy sauce or recado rojo, and deliver a dish that would be served in a foreign country e.g. an authentic Mexican dish using tomatillos served Japanese style.
5. 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.

Each recipe must incorporate ingredients from 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.

What has to be submitted?

For each recipe, include the following:

- 1) The recipe (please refer to Tips for writing a recipe*)
 - Title
 - Preparation time
 - Cooking time
 - Total serves
 - Ingredients
 - Method
 - Presentation
- 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 on what you did, for example,
 - What inspired you to chose your theme and recipe?
 - 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

Strategic tips

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

Note that for options 2 and 3, there are no choices of set ingredients:

- If choosing 'Modern masala', Kashmiri masala and paneer cheese must be used.
- If choosing 'Clever compact cooking', tea, noodles and coriander must be used.



Tips for writing your justification

- Consider how your recipe has addressed the flavour trend. For example:
 - If using the trend 'Chilli obsession', how do the cooking techniques used in your recipe tease out the flavour potential of the chosen chillies?
 - If using the trend 'Modern masala', how does the recipe take a basic curry to the next level in new contexts that might be as diverse as food trucks to fine dining?
 - If using the trend 'Clever compact cooking', how does the recipe connect flavoursome food and the efficient use of space by use of only one appliance?

- If using the trend 'Mexican world tour', how does the recipe demonstrate ways that the authentic elements of bright, bold and casual Mexican cuisine can be embraced by another culture?
- If using the trend 'Charmed by Brazil', how are the ingredients being used to demonstrate a melting pot of Amazonian influences and another culture?
- In addressing the above, you could consider, for example:
 - What inspired the recipe?
 - Why did you choose the ingredients 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?

Flavour trend (select four from below)

CHILLI OBSESSION

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 their flavour potential.

MODERN MASALA

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.

CLEVER COMPACT COOKING

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 flavoursome meals a single appliance.

MEXICAN WORLD TOUR

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.

CHARMED BY BRAZIL

The world's attraction to Brazilian cuisine is heating up, thanks to its enticing mix of global and native influences.

Optional alternative ingredients and tips

Refer to the handy recipe sheet for chilli cooking techniques#.

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).

Kashmiri masala—Refer to recipe for Kashmiri masala #.

Noodles—use any variety of dried or fresh noodles e.g. egg noodles, glass noodles, rice stick noodles or miso noodles.

Tea—use loose tea or tea bags. Any variety of tea may be used, including herbal infusions.

Coriander—use ground coriander, coriander seeds or fresh coriander leaves, or a combination.

Tomatillos—use fresh or canned tomatillos or use green or unripe tomatoes.

Chamoy sauce—refer to recipe for Chamoy sauce #.

Recado rojo—refer to recipe for recado#.

Guava—use fresh or frozen red or green guavas or use guava juice or guava jam or preserve.

Cassava—use flour or root, or tapioca, corn or rice flour, or arrowroot.

Black eye peas—use fresh, canned, frozen or dried chick peas, pigeon peas, red kidney beans, black beans, white beans.

Tempero baiano—Refer to recipe for Tempero baiano #.