



in partnership with
The National
Skills Academy
FOOD & DRINK

National Skills Academy for Food & Drink

James Hicks
Strategic Development Manager (Wales)

TASTYCAREERS.ORG.UK



SEREN



Gyrfa Cymru
Careers Wales



SCHOOLS ENTERPRISE CHALLENGE

This is a **Tasty Careers School Enterprise Challenge** competition where you will be **working in teams** to design a new healthy dish (either starter, main or dessert) for a restaurant menu, made with as many sustainable **Welsh ingredients** as possible and costing **no more than £22** (which is £18.33 net of VAT) on the menu.

You will work as a **team of 6** individuals and will have **2 hours** (or time specified by you school) at the preliminary stage to complete the brief, with the following time allocation to present your findings.

- The team presentation for the preliminary rounds will **not exceed 5 minutes**.

The **winning team** from the preliminary stage will have an opportunity to work on your challenge and submit to the semi-finals.

- The team presentation for the semi-final will **not exceed 8 minutes**.

Winning semi-finalists will be invited to the **Grand Final**.

- The team presentation for the final will **not exceed 10 minutes**.

You will need to look at the **judging success criteria** beforehand to see what the judges will be looking for. Do your best to present the most **innovative, exciting and financially viable** restaurant dish that you can.

Please **read** the instructions **carefully**, work as a **team**, and **GOOD LUCK!**



THE BRIEF



SCHOOLS ENTERPRISE CHALLENGE

You have been approached by a well-known restaurant group asking you to create a new healthy **dish** (starter, main or dessert) that will feature on their menu with an ingredient cost price of **no more than £7.70** (which is £6.42 net of VAT)

Ideally the **dish** should feature as many sustainable ingredients sourced from within Wales and will feature on the menu for a **maximum of £22** (which is £18.33 net of VAT)

Cost of ingredients should be between 30% and 35% of the final dish price that features on the menu. The balance of 65-70% will be used to pay staff (30%), overheads (30%) and deliver some profit (5%).

The dish does not need to be original, however if it is a traditional favourite it will need to be slightly different. Follow these links, and research the internet to view menus for inspiration.

[Coast Autumn
Lunch 2021 Menu
\(coastsaundersfoot.co.uk\)](https://coastsaundersfoot.co.uk)

[Coast Autumn
Lunch 2021 Menu
\(coastsaundersfoot.co.uk\)](https://coastsaundersfoot.co.uk)

[Coast Autumn
Lunch 2021 Menu
\(coastsaundersfoot.co.uk\)](https://coastsaundersfoot.co.uk)

Follow this link to the Castell Howell catalogues, you will be able to use the search function to find the ingredients required and their prices.

[Online Catalogues - Castell Howell \(castellhowellfoods.co.uk\)](https://castellhowellfoods.co.uk)

Typical portion size will be 400g.



GUIDELINES



SCHOOLS ENTERPRISE CHALLENGE

Look at these job roles and complete your team profile sheet by identifying

3 or 4 skills or competencies each pupil brings to the team.

Give a short description of no more than 50 words for each individual.

Your team should come across as being creative, dynamic and good to work with.

JOB ROLES	BRIEF DESCRIPTION
Head Chef/Owner of restaurant	You need to lead your team therefore good organisational skills and the ability to motivate is important. You are responsible for ensuring that everyone is allocated a task and your team are engaged and well-informed. You must take responsibility and sign off all information before it is handed in and ensuring that your team completes each task on time!
Community Affairs & Sustainability Manager	Successful businesses often give something back to the community. An interest or passion for helping good causes combined with the creative flair to make a cause resonate with the public would be ideal qualities for this role. A modern business needs to conduct its business responsibly. They need to ensure that the way in which you work in a way that is sustainable, so knowledge of environmental issues may help in this role. You will have a key role in letting customers know about your sustainability credentials as a restaurant
Sales/Marketing responsible for menus	You will be the creative one who decides what your dish will sound like when put on the menu. You will make the dish attractive when customers look at the menu. You need creative flair, vision, and good listening skills to take on board your team's ideas.
NPD manager New Product Development	You are responsible for overseeing the development of your menu. An appreciation of the ingredients, what they taste like and an understanding of flavour combinations to make the dish taste and look good when served.
Research and Development Manager (RDM)	You are responsible for market research looking at your competitor's menus to ensure you don't have the same dish on the menu.
Finance Manager	You are responsible for overseeing the figures and for keeping a handle on costs. Working with all other team members to ensure you can make the dish at the agreed cost and still achieve the profit needed to make the restaurant viable. You should enjoy and feel comfortable with figures to do this role. You must ensure that you complete the Cost and Profit Projections.

RESEARCH & DEVELOPMENT

What ingredients are you going to use?

Look into the health benefits of different ingredients and also where your ingredients are coming from.

There are many different dishes on the menu. For your dish to be a good business proposition, it will need to stand out on the menu and attract customers to ask for it. Perhaps it has a unique flavour or description of what the dish is (to attract customers). You need to work as a team! Consider the questions below in order to develop your dish. Use your market research to help you make informed decisions. Give your dish a unique selling point (USP) and eating experience so it stands out from the rest of the menu.

Don't forget you must list all of the ingredients but only need to carry out detailed research on 2 of them in the initial heat. If you get through to the final then you will need to research all of the ingredients.



SCHOOLS ENTERPRISE CHALLENGE

WHAT IS YOUR DISH?



WHY SHOULD CUSTOMERS CHOOSE YOUR DISH, HOW IS IT SERVED?



IS THE DISH VALUE FOR MONEY, WHAT ARE YOUR MARGINS?



WHAT ARE THE KEY INGREDIENTS?



WHY DID YOU DECIDE ON THIS DISH?



RESEARCH & DEVELOPMENT



SCHOOLS ENTERPRISE CHALLENGE

On the **Ingredients Sheet**, list **all the ingredients** that your product contains. The Ingredients Sheet should be included in your **presentation**.

Choose **two ingredients** and detail why you have chosen them.

KEY INGREDIENT	QUANTITY	SOURCED FROM (COMPANY)	BENEFITS
1.			
2.			
3.			

Think about the healthy ingredients that you will use in the dish.

Why have you made these choices?

What inspired you?

Explain some of the choices you made in deciding on your ingredients.

For example, are they Local?
Fairtrade? Healthy product?
Great taste? Do you know the supplier?
How the ingredients work together in the dish?

NB: credit will be given for detail but you should use **no more than 120 words** to explain why you have chosen each of your key ingredients for the menu and why they work together.

INGREDIENTS



SCHOOLS ENTERPRISE CHALLENGE

All Ingredients (list):

KEY INGREDIENT	QUANTITY	SOURCED FROM (COMPANY)	BENEFITS
1.			
2.			
3.			
4.			
5.			

DISH DEVELOPMENT



SCHOOLS ENTERPRISE CHALLENGE

Work as a team.

By now you should be clear about what your dish will be, so now you need to develop it with a unique identity and think of ways of attracting customers to buy it. Think about the areas below and build your ideas into an illustration of what your dish is for your presentation.

Ingredients used	
Description for the restaurant menu to attract customers	
Cost to make dish	
Total Cost	
Suggested menu price*	
Profit per dish	

*This is your decision. Think about you target market and what they would be prepared to pay, as well as ensuring you make a profit

JUDGING



SCHOOLS ENTERPRISE CHALLENGE

JUDGING SUCCESS CRITERIA:	MARKS
ANSWERING THE BRIEF Have you read the instructions carefully and come up with the type of dish we have asked for?	10
VIABILITY Is your dish realistic? Completing the cost, price and profit sheet accurately is essential.	10
RESEARCH AND INVESTIGATION Have your idea and all elements of the brief been well researched?	10
CREATIVITY Is your dish original and attractive to customers?	10
GENERAL PRESENTATION & TIMEKEEPING Have you presented your work professionally and produced a confident pitch?	10



THE PRESENTATION

✓ JOB ROLES

(it is always a good idea to present yourselves, your roles and responsibilities)

✓ INGREDIENTS SHEET

✓ COST, PRICE AND PROFIT SHEET

✓ DISH CONCEPT FOR THE RESTAURANT MENU:

- What kind of dish it is
- Description of dish on menu (to attract customers)
- Why should the customer go for your dish
- Your pricing strategy for making the dish and selling price to make a profit
- Anything you are doing to be more sustainable



SCHOOLS ENTERPRISE CHALLENGE



Gyrfa Cymru
Careers Wales



The team presentation for the preliminary rounds
will not exceed 5 minutes.

The team presentation for the semi-final
will not exceed 8 minutes.

The team presentation for the final
will not exceed 12 minutes.







Judging Panel





tasty
CAREERS
in food & drink
WALLES

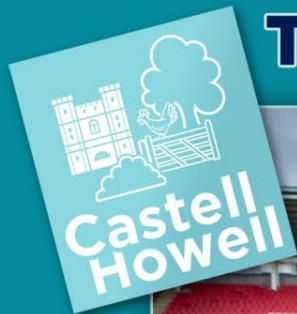
TUCK IN TO A
TASTY CAREER
IN FOOD
AND DRINK

Fancy a career in
the food and drink
industry? Look no
further!

tasty
CAREERS
in food & drink
WALLES

TUCK IN TO A
TASTY CAREER
IN FOOD
AND DRINK

Fancy a career in
the food and drink
industry? Look no
further!



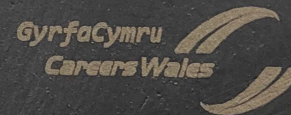
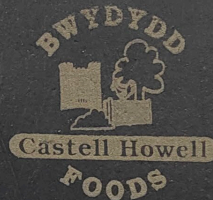
TASTY CHALLENGE WINNERS 2022



Queen Elizabeth High



SEREN



Ennillydd
Winner
2022 Business Class
Tasty Challenge
Blwyddyn 9 /Year 9

Just some of the quotes from teachers and pupils:

QE High: Teacher – This has been an amazing experience for both myself and the pupils. They have developed skills that they will use for the rest of their lives. This experience is invaluable to all.

Pupil – We're so grateful for this opportunity. It's been a totally new experience for us and we're glad that our hard work has paid off.

Cwm Tawe Teacher - This competition has been the making of the pupils who have taken part, it has given them focus and drive to work together and has allowed them to each develop their own individual skills. They have been so fortunate to have been given the opportunity to work with experts in the field, and to have had guidance and advice to support their product development. It has been wonderful to see them grow in confidence and present so articulately.

Pupils - We've really enjoyed this competition and it has been a really fun experience. We have enjoyed learning new skills and it has been an opportunity for us to improve our teamwork

Glan y Mor teacher; The Tasty Careers Challenge was an excellent event that encouraged the pupils to work out of their comfort zones and adapt their skills to a real life situation. Pupils worked as teams, and as individuals at times to come together, create a dish and present their ideas to an accomplished judging panel. Pupils thoroughly enjoyed the day, enjoyed working together and attending such an event after the last two years of Covid lockdown. It certainly inspired some pupils to move forward with their thinking around option choices and post 16 career opportunities.'

Food dish goes into production and is sold by Castell Howell across Wales.

Thrilled to support the next generation and launch the Bara Brith Brownie at the [Royal Welsh Agricultural Society](#) show.

Developed by Yr.9 pupils at [Ysgol Maes Y Gwendraeth](#) pupils and presented at the 2022 Tasty Careers Schools Challenge, we instantly knew this would be a winner with our customers too!

• Any questions?



Contact me: j.hicks@nsafd.co.uk or
07852278533
if you need anything at all!

