



New Product Development Competition for Schools

Product development competition to win an iPad

We are Food Innovation Wales, specialising in assisting the food and drink manufacturing industry with technical issues such as food quality, food safety, food legislation, new product development and nutrition, using our extensive knowledge and experience of food science and technology.

Our aim is to increase the number of young people entering the food and drink manufacturing industry in Wales by promoting careers within the sector. There are many well paid jobs in this industry with excellent career prospects. However, the food and drink manufacturing industry suffers with an image problem. Many people think that it is low paid, has poor working conditions and is for low-skilled workers, when in fact the opposite is true. Almost all of our students are employed within 6 months of graduation and most start on an annual salary exceeding £20,000. Employers include international companies such as Pepsi Co, Hotel Chocolat, 2 Sisters and Dawn Meats to regional companies such as Prima Foods, Beacons Foods and Abergavenny Fine Foods.

In an effort to promote the industry as a career, we would like to invite young people from your school to enter an exciting competition. Entrants must submit a novel food or drink product from one of the following 3 categories. One winner will be judged and the prize is an iPad.

1. A product using primarily welsh ingredients
2. A product to help young people increase their intake of fruit and/or vegetables
3. A dessert product that has 'no added sugar'

If you would like your pupils to enter our competition, please submit one application form per entrant. Entrants must be aged 11 - 16 years old.

We look forward to receiving your entries.

For more information please contact:

Leanne Ellis: Research and Affiliates Manager by email at ZERO2FIVE@cardiffmet.ac.uk

or post to: ZERO2FIVE Food Industry Centre, Cardiff Metropolitan University, Western Avenue, Cardiff. CF5 2YB

Food Industry Centre
Cardiff Metropolitan University

ZERO2FIVE

Canolfan Diwydiant Bwyd
Prifysgol Metropolitan Caerdydd



Arloesi Bwyd
Cymru
Food Innovation
Wales



HELIX

Application timeline

Product submission for
entries closing date
14th June 2019

Panel review period
14th June – 5th July 2019

Winner's school notified
5th July 2019

Winner ceremony
(at Royal Welsh Show)
July 2019

Please address any queries to
Leanne Ellis
ZERO2FIVE@cardiffmet.ac.uk

Terms and conditions:

1. One recipe per pupil
2. Please send all entries in one submission to **ZERO2FIVE@cardiffmet.ac.uk** by 5pm 14th June 2019 (or by post)
3. Winner will be notified on the 5th July 2019
4. Winner will be invited to a ceremony at the Royal Welsh Show (July 2019)
5. All products must be sensory evaluated by 3 people (not including the applicant) prior to submission
6. Entrants must be 11-16 years old

A product using primarily welsh ingredients

Any product using primarily ingredients that are produced / sourced in Wales. Products must have at least one ingredient with a link to Wales e.g. Welsh Beef, Welsh Lamb, cheese or vegetables.

A product to help young people increase their intake of fruit and/or vegetables

Any product which helps young people eat their daily recommended 5 portions of a variety of fruit and vegetables.

A dessert product that has 'no added sugar'

For the purpose of this competition, 'no added sugar' refers to no added granulated/refined sugar. Therefore sweeteners and natural sugars such as maple syrup and honey are permitted.

Judging

The first level of judging will be carried out by the ZERO2FIVE Food Industry Centre at Cardiff Metropolitan University, Food Centre Wales and the Food Technology Centre, Coleg Menai, who will narrow applicants down to a shortlist by evaluating products and scoring on the following criteria:

- Clarity of submission form
- Quality of product
- Creativity
- Originality
- Innovation

A final panel including representation from the food and drink industry in Wales, an academic from Cardiff Metropolitan University and a group of food technologists, will decide on the winning product.