



Flavour Forecast[®]

Looking back to look forward

RECIPE CHALLENGE



Years 9 & 10 Flavour Forecast 2022

Student recipe challenge



Introduction

The Years 9 & 10 Flavour Forecast® 2022 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 three original recipes to support the McCormick® Flavour Forecast® Looking Back to Look Forward.

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.

McCormick Foods Australia is looking for three new recipes to support its Flavour Forecast Looking Back to Look Forward trends. The recipes that are submitted may 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.



Design brief

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

Spicy (r)evolution

Create a plant-based burger that contains one type of legume, with an accompanying colourful sauce/condiment/salsa. The accompanying sauce/condiment/salsa must use two types of chillies and one type of citrus fruit.

Empowered eating and drinking

Create a savoury dish that can be served as a main meal. It must contain flaxseed, one ancient grain and another ingredient high in protein. Charring must be featured as a cooking technique.

Global Finds

Create a sweet or savoury dish that heroes a dukkah blend. The dish must use skewers and incorporate two root vegetables OR two tropical fruits OR a combination of one root vegetable and one tropical fruit. The dish must also incorporate home-made flat bread and use grilling and toasting as cooking techniques.

Sweet & Seasonal Satisfaction

Create a breakfast dish that uses at least one smoked spice (the smoking of the spice needs to be done by the students). The dish can be sweet or savoury but must be high in fibre, and use a dairy alternative.



Specifications

- Each of the three 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 three recipes must be no more than \$26 in total, excluding the set ingredients.
- No more than one of the three recipes must fall into the discretionary/ eat in small amounts food category. Refer to the Discretionary choices fact sheet.#

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/makes
 - Ingredients
 - Method
 - Suggestion/s for presentation of the final dish
- 2) Two or three supporting images of the dish from different angles (refer to Tips for food presentation and photography#). If preferred, the supporting images may be submitted as a multimedia presentation on a USB stick or online link that is accessible to the judges.
- 3) Costings breakdown for the recipe, excluding the set ingredients, and 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
- Justification of, and reflection on, the resolution to the recipe challenge
- 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
- Presentation of final food product, i.e. attention to design elements such as colour, texture, placement, focal point etc.

McCormick flavour trends (select three from the four listed below)	Instructions	Set ingredients /techniques
<h3>Global</h3> 	<p>No travel? No problem. As the desire for hyper-local tastes increases, Flavour Forecast continues to deliver global flavour to you in the comfort of your own home. Over the years we've highlighted seasonings, sauces and ingredients that help you get a taste of the world.</p>	<p>Create a sweet or savoury dish that heroes a dukkah blend. The dish must use skewers and incorporate two root vegetables OR two tropical fruits OR a combination of one root vegetable and one tropical fruit. The dish must also incorporate home-made flat bread and use grilling and toasting as cooking techniques.</p> <ul style="list-style-type: none"> • A home-made dukkah which includes herbs, spices, nuts and/or seeds • Home-made flat bread such as pita, naan, roti, chapati etc. • Two root vegetables, two tropical fruits or a combination of each - root vegetable examples: sweet potatoes, beetroot, celeriac, taro - tropical examples include: as mango, papaya, guava, passion fruit and pineapple • Techniques: grilling and toasting
<h3>Sweet & Seasonal Satisfaction</h3> 	<p>The tongue-tingling effect of smoked spices and herbs is an easy way to dial up richness in meals and drinks. This build on familiar smoky flavours that have been hiding in plain sight for years - like smoked cinnamon and cardamom- is a natural progression in offering the next wave of smoke-forward flavour.</p>	<p>Create a breakfast dish that uses at least one smoked spice (the smoking of the spice needs to be done by the students). The dish can be sweet or savoury but must be high in fibre, and use a dairy alternative.</p> <ul style="list-style-type: none"> • At least one smoked spice • At least one dairy alternative such as plant-based 'milks or cheeses' • Technique: smoking
<h3>Spicy (r)evolution</h3> 	<p>Bring on the heat. When it comes to the history of Flavour Forecast, there's never been a shortage of bold and spicy profiles. Consumers crave it - from mild to knock your socks off heat. Buckle in as we explore the sensory experience and enjoyment that both heat and spice bring to the table.</p>	<p>Create a plant-based burger that contains one type of legume, with an accompanying colourful sauce/condiment/salsa. The accompanying sauce/condiment/salsa must use two types of chillies and one type of citrus fruit.</p> <ul style="list-style-type: none"> • A sauce/condiment/salsa that features: <ul style="list-style-type: none"> - two different types of chillies, such as Aij Amarillo, Guajillo, Tien Tsin, Chile de Arbol; - at least one citrus fruit, such as finger lime, grapefruit, lime, lemon, orange etc • At least one type of legumes such as lentils, chickpeas, black beans to be used within the burger.
<h3>Empowered eating and drinking</h3> 	<p>In our consistent pursuit of what's next, health and wellness have always been top-of-mind in our Flavour Forecast. Lifestyle and food are more intertwined than ever before, and there's a great realisation that flavour doesn't need to be compromised to meet nutritional needs. In short, wellness has never tasted (or looked) so good.</p>	<p>Create a savoury dish that can be served as a main meal. It must contain flaxseed, one ancient grain and another ingredient high in protein. Charring must be featured as a cooking technique.</p> <ul style="list-style-type: none"> • Flaxseed • At least one type of ancient grain such as chia seeds, quinoa, freekeh, oats, barley etc. • Additional ingredient high in protein (can be from animal or plant) • Technique: charring



Receive a free set of Flavour Forecast Inspiration Cards for your classroom

Limited availability, please email neredith@marketmaker.com.au



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Information for teachers

Important dates

Closing date for entries:

To arrive no later than last mail on Friday 21st October 2022

Winners announced:

Wednesday 9th November 2022

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 USB stick, if submitting images as a multi-media presentation, to:

Flavour Forecast 2022 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 three recipes.

Images, justifications & reflections

The supporting images, justifications and reflections 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 USB stick, and mail with your entry.

5 x State/Territory Prize
\$1059 worth of
Tupperware®



Every student receives a Participation certificate

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.

Prizes

National school prize

The school with the national winning entry will receive a \$1000 gift 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 gift 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 a Tupperware prize pack for your school, valued at \$1059. In addition, each state/territory winner will receive a supply of McCormick herbs and spices for the classroom (valued at \$500).

Any queries please email neredith@marketmaker.com.au