



Flavour
Forecast®
23rd Edition

RECIPE CHALLENGE

together with
heia
Health Economics Institute of Australia



Years 9 & 10 Flavour Forecast 2023
Student recipe challenge



Introduction

The Years 9 & 10 Flavour Forecast® 2023 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® 23rd Edition.

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 and beverage.

McCormick Foods Australia is looking for three new recipes to support its Flavour Forecast 23rd Edition 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 for each of the McCormick flavour trends, as outlined below.

Full Flavoured Fats

No longer misunderstood, consumers and chefs alike are now using fat, from butters to oils, to impart mouth-watering flavour and creaminess into everyday dishes and drinks, which offer a simple, comforting richness to the kitchen and a more balanced approach to eating.

Everyday French

Grounded in the techniques and ingredients of French cooking, but democratized for today's kitchen, French cuisine has never been more approachable while using the best ingredients and culinary techniques to build a harmony of flavours and lay the foundations for food and beverage to come.

Beyond Heat

We've witnessed an exciting evolution to this new, multi-sensorial, layered taste experience that pushes beyond the singularly spicy realm where heat and ingredient pairings come together to shape how heat is perceived and how long it lingers and finishes.

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.[#] In 2023, the recipe designed to address Full Flavoured Fats trend is the discretionary dish.

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 response 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.

[#]refer to accompanying resources



Judging criteria

- Adherence to design brief
- Appeal of the recipes, i.e. how well the ingredients come together to form appealing, quality products
- Judges will be ensuring only one dish is discretionary, and this will be the Full Flavoured Fats recipe
- Justification of, and reflection on, the response to the recipe challenge
- Point of difference, i.e. the factor/s that make the recipes and the presentation of the final dish/recipe stand out from the crowd
- Presentation of final dish/recipe, i.e. attention to design elements such as colour, texture, placement, focal point etc.

McCormick flavour trends	Instructions	Set ingredients /techniques
<h3 data-bbox="108 770 376 887">Full Flavoured Fats</h3> 	<p>No longer misunderstood, consumers and chefs alike are now using fat, from butters to oils, to impart mouth-watering flavour and creaminess into everyday dishes and drinks, which offer a simple, comforting richness to the kitchen and a more balanced approach to eating.</p>	<p>Students to develop three sweet or savoury butters.</p> <ul style="list-style-type: none"> • One butter must be cultured* • One butter must be a 'better for you' butter and • One butter must be used in a butter board format as a breakfast dish. <p>Students must also produce two types of 'homemade carriers' i.e. crispbreads, crackers and/or breads to be served with any of the butters. At least one of the 'homemade carriers' must include an ancient grain.</p>
<h3 data-bbox="81 1211 405 1272">Everyday French</h3> 	<p>Grounded in the techniques and ingredients of French cooking, but democratised for today's kitchen, French cuisine has never been more approachable while using the best ingredients and culinary techniques to build a harmony of flavours and lay the foundations for food and beverage to come.</p>	<p>Choose one French cooking technique from the list provided, then develop a sweet or savoury dish that blends this technique with a cuisine of another culture. Must include at least two vegetables and/or fruits and one protein source (animal or plant)</p> <p>Please consider use of discretionary ingredients and serving sizes when developing the recipe, as this dish must be non-discretionary.</p>
<h3 data-bbox="118 1592 368 1653">Beyond Heat</h3> 	<p>We've witnessed an exciting evolution to this new, multi-sensorial, layered taste experience that pushes beyond the singularly spicy realm where heat and ingredient pairings come together to shape how heat is perceived and how long it lingers and finishes.</p>	<p>Students to develop their own Viet-Cajun spice as per supplied recipe. Students can adapt heat to their preferred level. Using this spice blend, create an original lacto ovo vegetarian pizza or pasta dish that heroes the spice blend. Students must make their own pizza base or pasta, and at least two of the techniques of charring, smoking, toasting, liquefy/blend or pickling must be used with at least two vegetables.</p> <p>Please consider use of discretionary ingredients and serving size when developing the recipe as this dish must be non-discretionary.</p>



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Information for teachers

Important dates

Closing date for entries:

To arrive no later than last mail on
Friday 20th October 2023

Winners announced:

Wednesday 8th November 2023

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 2023 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.

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.

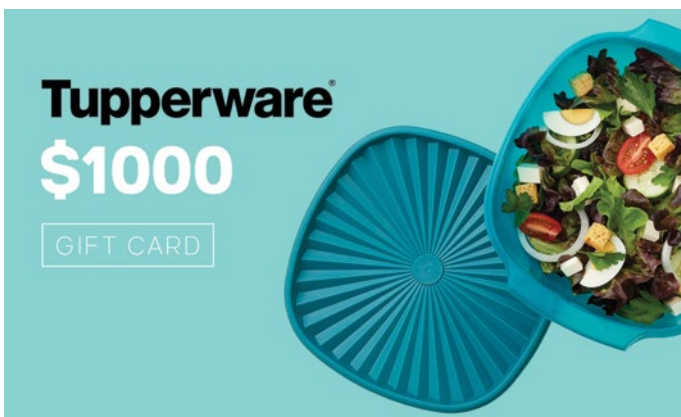


National student prize

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 Voucher for your school valued at \$1000. In addition, each state/territory winner will receive a supply of McCormick herbs and spices for the classroom (valued at \$500).



The Tupperware voucher is valid for 3 months from the date received and is to be fully used in one transaction.

**Every student
receives a
participation
certificate**

Any queries please email neredith@marketmaker.com.au