



Flavour
Forecast®
24th Edition

RECIPE CHALLENGE

together with
heia
Home Economics Institute of Australia Ltd



Years 9 & 10 Flavour Forecast 2024
Student recipe challenge



Introduction

The Flavour Forecast® 2024 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® 24th 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 24th Edition trends. The recipes that are submitted may be used by McCormick Foods Australia to promote 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 table on page 2; the parameters are described in the instructions and set ingredients/techniques.



Design brief

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

Sour Power

From tamarind to coconut vinegar, acidic flavours are driving interest and craveability around the world.

Thoughtfully Borrowed

Respectfully leveraging ingredients and techniques from different cultures, often experimenting with familiar platforms.

Indulgence, redefined

Bold, nuanced flavours can come in all shapes and forms – and are craveable all the same. From Newstalgic foods to flavour Maximalism, it's all an extension of personal expression and unique experiences.

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 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
- 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="124 770 359 824">Sour Power</h3> 	<p>From tamarind to coconut vinegar, acidic flavours are driving interest and craveability around the world.</p>	<p>Create a pescatarian or vegetarian dish that uses a zesty ceviche (acidic marinade) as a technique that heroes one (1) ingredient. Include a sour drink that complements your dish. All components must be made from scratch.</p> <p>Set ingredient:</p> <ul style="list-style-type: none"> - Tamarind - in any form* - 1 x additional sour ingredient, such as pickled vegetables, vinegar, citrus fruits and juices, etc - 3 x additional vegetables <p>Set technique:</p> <ul style="list-style-type: none"> - Ceviche <p>*Tamarind</p> <ul style="list-style-type: none"> - Native to Africa, India, the Middle East and Australia. - Can be used in sauces, marinades, chutneys, drinks, and desserts. - Can come in the form of a paste, puree, pods, chutney, drink, leaf, pulp, or as a concentrate.
<h3 data-bbox="124 1330 359 1429">Thoughtfully Borrowed</h3> 	<p>Respectfully leveraging ingredients and techniques from different cultures, often experimenting with familiar platforms.</p>	<p>Create a handheld sweet or savoury appetiser inspired by one of the cuisines listed below*, and borrow and combine ingredients that are native to Australia. The appetiser must also include a dipping sauce or complementary condiment. All components must be made from scratch.</p> <p>*Cuisines to choose from:</p> <ul style="list-style-type: none"> - Korean - Japanese - Philippines - Spanish <p>Set ingredients:</p> <ul style="list-style-type: none"> - 2 x native Australian ingredients, such as spices, herbs, fruits, vegetables, nuts, etc - 2 x vegetables and/or fruits** - 1 x ingredient high in protein** (protein source can be plant- or animal-based) <p>** can be native Australian ingredients</p>
<h3 data-bbox="124 1778 359 1877">Indulgence, redefined</h3> 	<p>Bold, nuanced flavours can come in all shapes and forms – and are craveable all the same. From Newstalgic foods to flavour Maximalism, it's all an extension of personal expression and unique experiences.</p>	<p>Create a dish influenced by your favourite nostalgic childhood breakfast and make it 'newstalgic' by giving it a contemporary, wellness-inspired twist. The dish must include a fun, feelgood ritual at the table.</p> <p>Set ingredients:</p> <ul style="list-style-type: none"> - 2 x different coloured fruits, herbs and/or vegetables - 1 x whole grain, nut or seed



RECIPE CHALLENGE



Information for teachers

Important dates

Closing date for entries:

To arrive no later than last mail on
Friday 25th October 2024

Winners announced:

Wednesday 6th November 2024

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 2024 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, please save as an MP4 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.

Every student receives a participation certificate

*includes all submitted entries

Any queries please email neredith@marketmaker.com.au

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).



NEW Teacher Award in 2024

We are excited to announce the introduction of the HEIA/Flavour Forecast Teacher Award.

The teacher from the National Winning School will receive a GLOBAL Niigata 3-Piece Knife Block Set.

