

Tilda Lockdown Street Food Challenge 2021

Sponsored by Tilda Foodservice in partnership with FDF Scotland and supporting Mary's Meals

WHAT IS IT?

Tilda, working together with Food and Drink Federation (FDF) Scotland, is delighted to launch the Tilda Lockdown Street Food Challenge 2021.

Designed to develop employability skills and an understanding of careers in food and drink that supports healthy eating and social responsibility, the **Tilda Together Street Food Challenge is open to all S1 – 3 and S4 – S6 pupils across Scotland. Two sets of prizes will be awarded one in the S1 – S3 category and one in the S4 -S6 category.**

We had hoped that the challenge could be delivered in schools but given the new lockdown restrictions we have decided to amend the criteria to enable teachers to use this challenge to support delivering the curriculum via online learning and with parental / family support.

We are challenging pupils to design a new rice based street food dish that they would like to eat, during lockdown or anytime.

Pupils should:

- Take inspiration from today's food trends influencing the dishes we eat. Think street food, small plates and plant-based cuisine. Pupils may wish to make links with their catering staff, local food producers and farms as part of this process (if that is possible under current restrictions).
- Conduct their own research to investigate what street food young people like to eat.
- Use their imagination and creativity to come up with a new street food dish that would really appeal to their target market using any one Tilda's ambient dry rice (* see list below) as the base ingredient.
- Cost their product and design a marketing campaign to promote their product. We would also ask that as part of this process, pupils investigate where rice comes from, how it is processed, its economic importance to local economies and its health benefits.
- Suggest fundraising ideas to raise additional funds for Mary's Meals.

The Prizes

£30 Amazon vouchers for the winners and £20 Amazon vouchers for the runners up, plus other Tilda goodies.

10 Meals will be donated to Marys Meals for every entry received.

WHAT DO YOU HAVE TO DO

Entries to be submitted on the application form attached email these to skills@fdfscotland.org.uk by **31st March 2021.**

Please note we request that applications are submitted in the Word document as supplied as we cannot guarantee that we can access other forms of entries

Shortlisted entries will be informed by **23rd April 2021.**

Judging will take place on an allocated day during week commencing **17th May 2021**, dependent upon Scottish Government restrictions. If judges cannot visit in person arrangements will be made to hold a virtual judging process.

IMPORTANT INFORMATION!

The Rice

Tilda ambient dry rice **MUST** be used in the competition and should make up at least 50% of this dish. The Tilda competition is there to see rice as an integral part of the dish, the hero of the dish, not as a side.

Teams can choose any of the Tilda ambient DRY Rice range, although bonus points will be given for using more than one rice.

*Tilda's ambient range includes aromatic **Tilda Basmati & Wild**, naturally fragrant **Jasmine Rice**, creamy **Arborio** Rice, nutty **Brown Basmati** Rice, healthy **Brown n White** Rice and the champagne of their range, **Pure Basmati**.

Check out Tilda's foodservice range at <https://www.tilda.com/professionals/professional-range/>

WHY ARE WE DOING THIS?

This challenge aims to help students in Scotland in the following ways:

- Raise awareness of the journey that our food makes
- Support educators to deliver the curriculum and encourage interdisciplinary learning
- Understand the process of ensuring healthy, nutritious food gets onto our plate
- Understand the multitude of career opportunities involved in the food industry
- Provide active engagement between pupils and industry
- Encourage educated food choices
- Support health and wellbeing through research and practical application
- Help pupils gain practical skills relevant to future employment opportunities
- Encourage team working and co-operative learning
- Support social responsibility and entrepreneurial skills
- Help pupils to understand how the subjects they learn at school are relevant in the real world of work

Note: COVID 19

FDF Scotland and Tilda appreciate that the lockdown restrictions have resulted in a very different educational environment. We have tried to address these exceptional circumstances whilst designing this competition and we do hope that our challenge will help teachers to deliver the curriculum and engage with their pupils as part of the requirement for remote teaching and learning.

However, if you have suggestions or queries relating to how you would like to deliver this activity please do not hesitate to contact us skills@fdfscotland.org.uk

HOW CAN THIS ACTIVITY SUPPORT THE CURRICULUM?

The pupils are expected to work in teams to explore and research where food comes from and the stages it goes through to get to the plate or package, including;

- [Researching global foods produce and what foods are available locally](#)

Having explored a range of issues which may affect food choice, I can discuss how this could impact on the individual's health.

HWB 3-34a

- [Working with other organisations to find out what is popular and what is possible to produce as a new dish](#)

By using problem-solving strategies and showing creativity in a design challenge, I can plan, develop, make and evaluate food or textile items which meet needs at home or in the world of work.

TCH 3-04c

- [Understanding the product development process for new or reformulated products](#)

By using problem-solving strategies and showing creativity in a design challenge, I can plan, develop, make and evaluate food or textile items which meet needs at home or in the world of work.

TCH 3-04c

- [Research what pupils would like to eat as part of a healthy balanced diet and the associated benefits](#)

By using problem-solving strategies and showing creativity in a design challenge, I can plan, develop, make and evaluate food or textile items which meet needs at home or in the world of work.

TCH 3-04c

- [Develop a marketing plan to promote their new product or products with associated: nutritional breakdown, costings, marketing and promotion plan this may also include appropriate packaging and promotional ideas](#)

By using problem-solving strategies and showing creativity in a design challenge, I can plan, develop, make and evaluate food or textile items which meet needs at home or in the world of work.

TCH 3-04c

This activity also supports delivery of the DYW Career Education Standard (3 -18)

Tilda Street Food Challenge 2021 – COMPANY STATEMENT

Tilda understands the importance of offering nutritious school meals together with educating pupils about different cultures and cuisines from around the world. As part of this activity they want to help pupils in Scotland understand the importance of a healthy balanced diet and understand the journey that their product makes, the people involved in processing this important staple product and the opportunities a career in food can provide.

A socially responsible company Tilda supports several charitable causes including MARYS MEALS have also partnered with the world food programme to provide nourishing meals to mothers and the Felix project which donates surplus food to homeless charities.

Terms and Conditions

The competition is run by Food and Drink Federation Scotland and Tilda from 48 Melville St, Edinburgh EH3 7HF 1. All entries should be received no later than Wednesday 31st March 2021 2. Submission of an entry shall constitute acceptance of all terms and conditions. 3. To constitute a complete entry, teams must submit as per above checklist and in the form requested which includes a name for the product, description and ingredients. Incomplete entries will not be submitted into the paper judging stage of the competition. All entries will be checked on submission. 4. All copyright existing on the entries and any promotional activities undertaken by schools will remain with the individual team. However, by entering the competition entrants agree that FDF & Partners reserves the right to use any materials submitted including but not limited to photographs for any purpose connected to the competition. 5. Entrants will be paper judged by a panel of 'dragons' and competition representatives. Entry into the finals will be at the sole discretion of the judging panel. 6. Teams that qualify for the finals will be contacted no later than Friday 23rd April 2021. 7. The finals will take place week commencing 17th May 2021 and will comprise the judges visiting the school to meet the team (s) and teacher and see the product(s) being made. If face to face judging is not possible provision will be made for a virtual judging process. 8. All competition entrants may be required to participate in PR activity during the competition. 12. The judging panel's decision is final.

Tilda Together Lockdown Street Food Challenge Entry Form

Remember to double check you have completed all the points on the application form!

Feel free to continue on separate sheets if necessary

Pupil name:
Pupils email: (optional: if you are entering via your school you can leave this blank but if you are entering individually please complete this)
Name and address of School:
Local authority:
Year group of pupils participating:
Name of teacher and contact details: (email and phone):
Name of product:
Please describe the product that you have designed and how it fits with the brief:

Can you tell us who or what inspired your dish?

Please detail the ingredients that would be used in your dish and your method of preparation.

Can you also detail what you have learned in relation to the following

“We would also ask that as part of this process, pupils investigate where rice comes from, how it is processed, its economic importance to local economies and its health benefits”.

Can you detail how you suggest fundraising ideas to raise additional funds for Mary’s Meals

Please return this form as a Word document to skills@fdfscotland.org.uk no later than 31st March 2021.