

TAKE THE TASTY CHALLENGE

ENTERPRISE AND EMPLOYABILITY COMPETITION

Tasty Careers Wales are launching a **Welsh Baccalaureate Enterprise and Employability Challenge Competition** for schools delivering the **National/ Foundation Welsh Baccalaureate in Key Stage 4**. Based on a Challenge Brief designed by **The National Skills Academy for Food & Drink** and approved by **WJEC**, the competition aims to provide learners with an exciting way of completing the Enterprise and Employability Challenge and if short-listed for the final, an opportunity to showcase their ideas at the prestigious Taste Wales event to be held at **Celtic Manor**.



THE COMPETITION

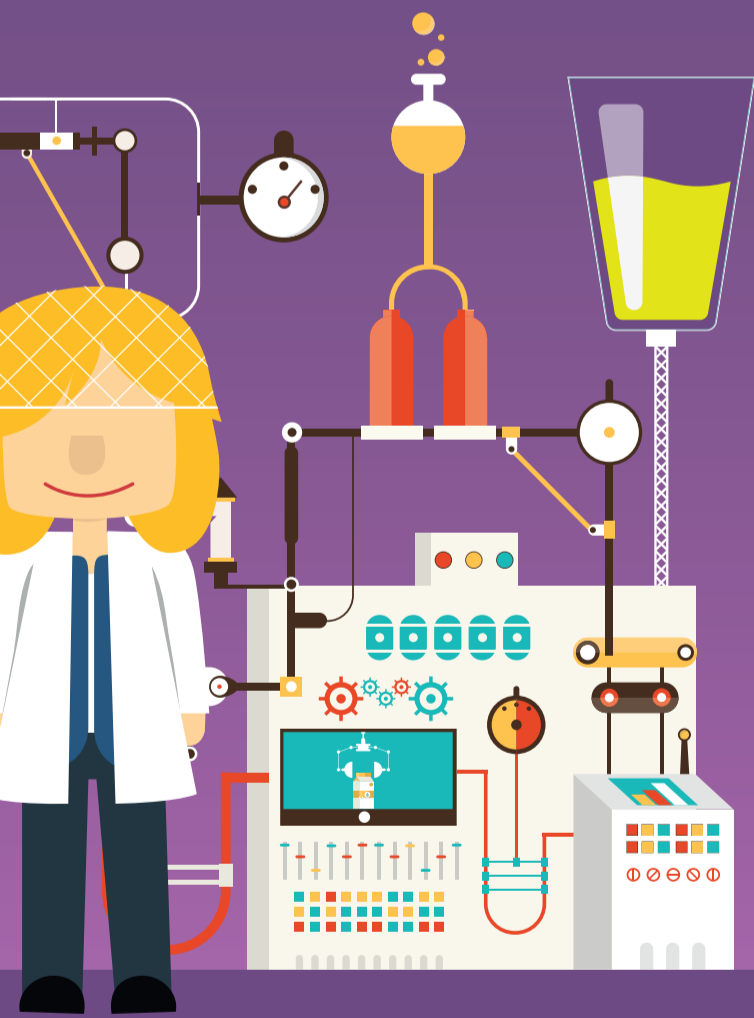
Tasty Careers Wales challenges your team to create a brand new **healthy food or drink product**, with **Welsh provenance**. You must work in teams of 3-6 to produce **market research**, a **business plan** and **proposal**, which must be illustrated in a visual display before finally being pitched to a panel.



During the **Tasty Challenge**, the competition provides learners with an opportunity to work together with others through team building, and develop their skills and awareness of the **food & drink industry**.

It will also allow them to develop skills in **Creativity and Innovation, Personal Effectiveness** and **Digital Literacy** and apply them to the challenge.

The Challenge Brief can be found in the **Welsh Baccalaureate** section of the **WJEC** website: www.wjec.co.uk



Each centre can hold an internal competition to decide on the winning business idea. Should you wish to have support from a local food & drink business, please do get in touch and we can arrange this for you.

Evidence of the winning Pitch of the product proposal together with supporting materials, should be sent electronically to info@nsafd.co.uk by **31/01/2019**. The shortlisted finalists will be notified by **28/02/2019**.

The shortlisted teams will be invited to pitch their ideas to a panel of judges at **Taste Wales at Celtic Manor** on **Thursday 21st March 2019**.

Good luck with the Tasty Challenge!



TO FIND OUT MORE VISIT:
TASTYCAREERS.ORG.UK

E. [INFO@TASTYCAREERS.ORG.UK](mailto:info@tastycareers.org.uk)
T. 0845 644 0558

f [FACEBOOK.COM/TASTYCAREERS](https://www.facebook.com/tastycareers)
t [@TASTYCAREERS](https://twitter.com/tastycareers)
i [@TASTYCAREERS](https://www.instagram.com/tastycareers)



**TASTY
CHALLENGE
2018**