



Gyrfa Cymru
Careers Wales



Bwyd a Diod Cymru
Food & Drink Wales

SCHOOLS CHALLENGE PACK 2024/25

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TASTY CAREERS SCHOOLS CHALLENGE

This is a Tasty Careers School Challenge competition where you will be working in teams to design a new healthy food or drink product made from as much local Welsh produce as possible.

You will need to look at the judging success criteria beforehand to see what the judges will be looking for. Do your best to present the most innovative, exciting and commercially viable product that you can.

Read the instructions carefully, work as a team, and good luck!

THE BRIEF

You have been approached by a well-known food and drink manufacturer asking you to come up with a new product that has clear health benefits, is sustainable and is also a great commercial proposition.

The product needs to be original, with an original brand name, logo and slogan and ideally needs to be presented in a 500g/ml package.

You need to present your idea at the end of the time allocated to a panel of judges.

They will be looking to see that everyone gets involved and you all work as a team.

You can add as many additional pages as you need for your presentation, BUT ALL 4 tasks must be completed in the presentation.

GUIDELINES:

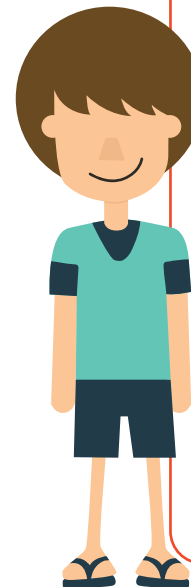
We have provided guidelines to assist you. Ideally the presentation should contain all of the following information which you will be judged upon:

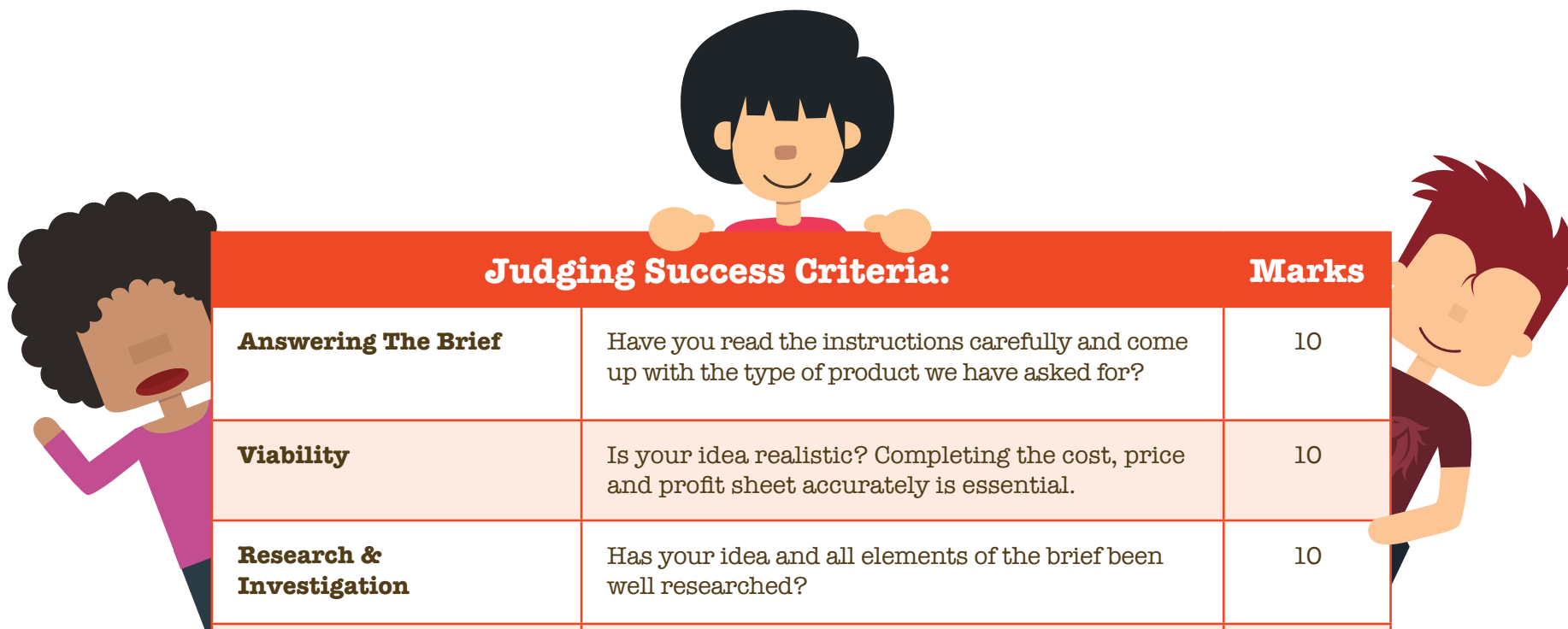
Task 1: JOB ROLES

Task 2: RESEARCH AND DEVELOPMENT

Task 3: MARKETING

Task 4: FINANCES





Judging Success Criteria:		Marks
Answering The Brief	Have you read the instructions carefully and come up with the type of product we have asked for?	10
Viability	Is your idea realistic? Completing the cost, price and profit sheet accurately is essential.	10
Research & Investigation	Has your idea and all elements of the brief been well researched?	10
Creativity	Have you created an original and exiting brand, logo and packaging design? How will you market this product?	10
General Presentation	Have you presented your work professionally and produced a confident pitch?	10

TASK 1

JOB ROLES HELP SHEET



Look at the job roles below and choose a member of your team for each role. In your presentation you will need to explain who has been selected for each job role and why.

Job Roles	Brief Description
Team Leader (Operations Manager)	You need to lead your team therefore good organisational skills and the ability to motivate is important. You are responsible for ensuring that everyone is allocated a task and your team are engaged and well-informed. You must take responsibility to check all information before it is handed in and ensuring that your team completes each task on time!
Research and Development Manager (Category Manager)	You are responsible for market research. You should be analytical and not only good with numbers but also good at understanding and presenting data. You should research into the food and drink market to see what is already there and look for opportunities for a new product.
New Product Development Chef (Product Development Chef)	You are responsible for overseeing the development of your product. A good eye for design, an understanding of flavour combinations, catering and perhaps an interest in science may be useful strengths. Remember you also need to know your competitors.
Sales / Marketing Manager (Commercial Manager)	You will be the creative one who decides what your team logo will look like. You will design the promotional messages which will be displayed on your packaging. You may also develop/use a slogan or jingle to help promote your product. You are responsible for planning how to promote and sell your product. You need creative flair, vision, and good listening skills to take on board your team's ideas.
Process Manager (Process Development Manager)	The Process Manager is responsible for taking a product through from original idea to production line. You will need to support the Team Leader/ Operations Director to make sure that the product makes a suitable profit for the company.
Finance Manager (Commercial Finance Manager)	You are responsible for overseeing the costs. You should have a good understanding of maths do this role. You must ensure that you complete the Cost and Profit Projections.

TASK 2

RESEARCH & DEVELOPMENT

Ingredients and Packaging

What ingredients are you going to use? Look into the health benefits of different ingredients and also where your ingredients are coming from.

There are many different food and drink products on the market, from carbonated soft drinks, ready meals, snacks and healthy meals to milkshakes, smoothies, and energy drinks. For your product to be a good business proposition, **it will need to stand out from the crowd**. Perhaps it has a unique flavour or an innovative packaging concept or some other kind of unique selling point (**USP**).

You need to work as a team! Consider the questions opposite in order to develop your product. Use your market research to help you make informed decisions. Give your product a unique selling point (**USP**) so it stands out from the crowd.

Don't forget you must list all of the ingredients but only need to carry out detailed research on 2 of them in the initial heat.

If you get through to the final then you will need to research all of the ingredients.

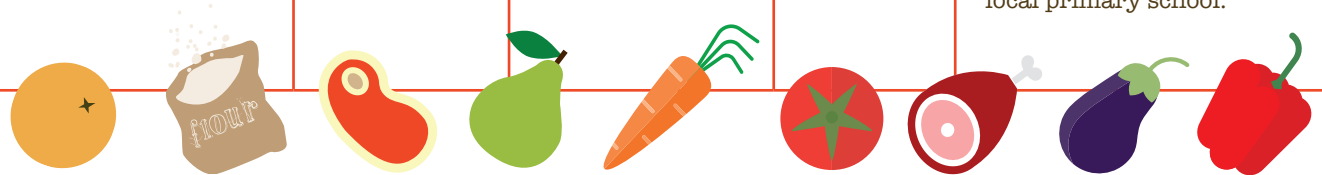


Ingredients

On the Ingredients Sheet, list all the ingredients that your product contains. The Ingredients Sheet should be included in your presentation. Choose two ingredients and detail why you have chosen them.

- Think about the health benefits that the ingredients may provide.
- Explain some of the choices you have made in deciding on your ingredients. For example, are they Fairtrade? Healthy product? Great taste
- NB: credit will be given for detail but you should use no more than 120 words to explain why you have chosen each of your key ingredients.

Example				
All Ingredients Apples, Mango				
Key Ingredient (list)	Quantity	Sourced from (Country)	Price per unit	Benefits
Apple	4 Whole apples used in each 500ml serving	Wales	42p	Apples are rich source of dietary fibre. They are a good source of boron, which helps promote bone growth. In addition, the high fibre content helps maintain a steady blood sugar level due to the slow release of sugars in to the body. The apples we use in our drink come from a local farm that is well known for using renewable energy and supporting the local primary school.



TASK 3 MARKETING

By now you should be clear about what your product is, so you need to develop a brand with a unique identity and think of ways of marketing it.



Brand name

In this box you should come up with a unique and catchy name for your product. Think of using a name that explains what your product is all about. You may wish to include an explanation of why you've chosen the name.

Logo Design

In this box you should design a logo for your brand

What promotional activities will you do?

In this box you should clearly explain how you are going to promote your product. There are some ideas of different promotional activities below - you can use some of these or come up with your own. Ensure that you can explain why you have chosen specific promotional activities in your presentation.

Promotional examples: in newspapers, on the radio, leaflets, TV, cinema, social media, point of sale displays. What about a jingle?

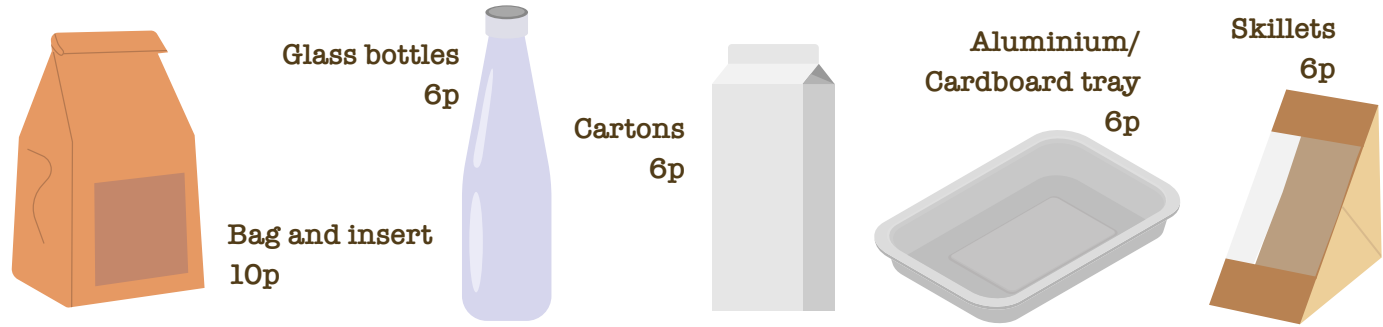
Packaging

In this box you need to explain why you have chosen the type of packaging you are using and also design a label for your product. Make it eye catching and unique so it stands out from the crowd.

TASK 4 FINANCES

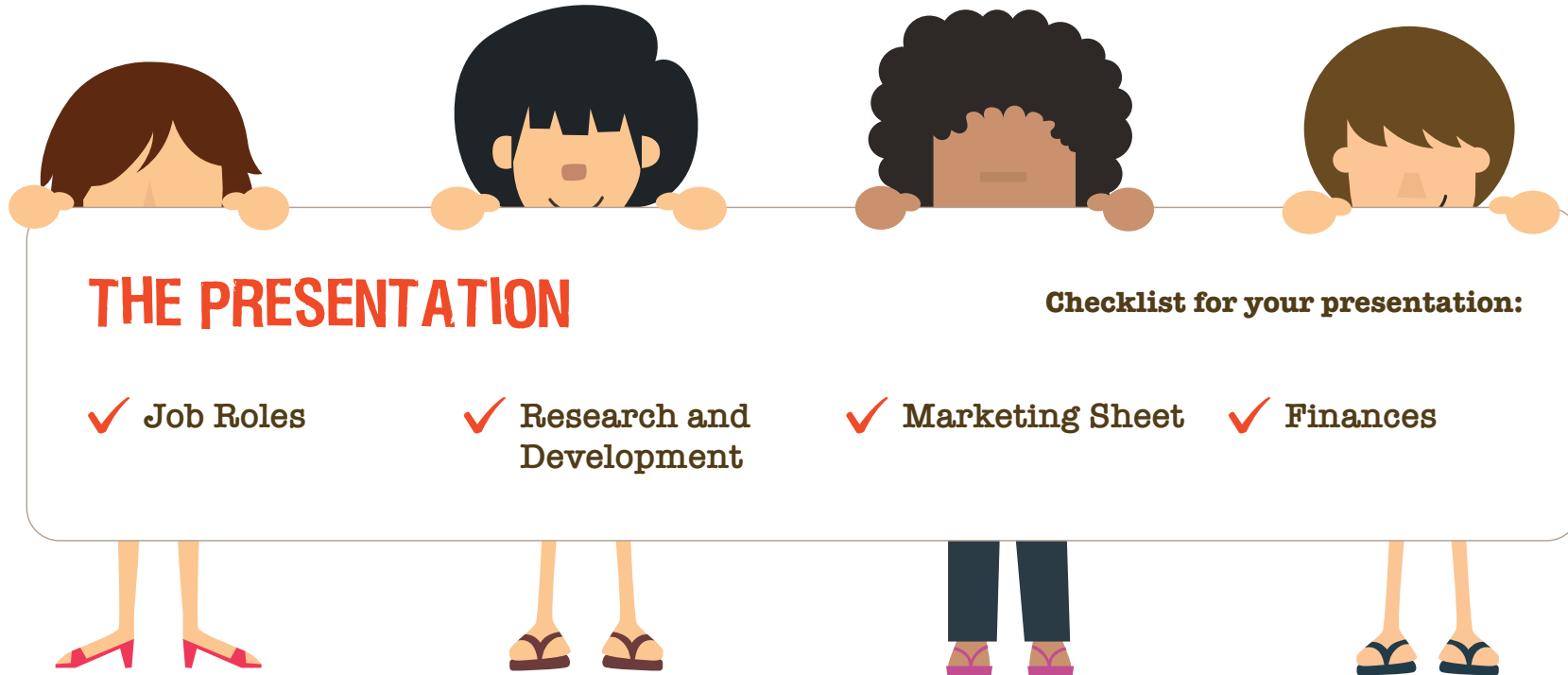
For the purposes of this challenge and to provide us with an estimate of cost and profit, you need to work out a projection based on making 100,000 units.

PACKAGING



KEY INGREDIENTS		COSTS
Refer to previous ingredient sheet		
OTHER PRODUCTION COSTS		
Labour	£120 per hour (assume you can make 500 containers a minute)	
Distribution	£500 per 100,000 containers	
Marketing	£400 Total	





THE PRESENTATION

Checklist for your presentation:

✓ Job Roles

✓ Research and
Development

✓ Marketing Sheet

✓ Finances



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