



SCHOOLS ENTERPRISE CHALLENGE

A BRAND NEW WAY TO REACH TOMORROW'S TALENT

The Tasty Careers Schools Enterprise Challenge is already a major success story.

Since its initial launch in Wales in 2018, young people across dozens of schools have thrown themselves into creating a brand-new healthy food or drink product concept – with all the taste-testing, product design, and branding that makes for a commercial winner.

It has gained enthusiastic support from students and teachers, won plaudits from food & drink business leaders and government Ministers, earned a slot in the Welsh Baccalaureate curriculum, and seen Craft Brownies designed by a group of Year 9 pupils made commercially available to catering customers by a leading independent food wholesaler.



Tasty Careers schools challenge 2023/2024

Last year we saw the biggest increase yet in pupils from schools across Wales taking part in the Tasty Careers School Challenge. With teams competing in both South and North Wales.

In the **South** we had finalists from **5 Counties** compete at Parc Y Scarlets. The winning schools were **Ysgol Dyffryn Aman** with their Trio of Welsh Desserts (Welsh Cake Cheesecake, Chocolate and Coffee Ganache and Fruit Cake with Welsh Cake Ice Cream).

In the **North** we had schools from **5 counties** participate. The winning school was **Ysgol Gyfun Llangefni** with their 'Cwci Cefni' (cookie dough).



What are the unique ingredients of the Challenge?

Well, that's down to the real-world, real-life learning that goes into devising a brand-new product concept and the teamwork and decision-making that could make it commercially viable. A chance to hone the interpersonal skills, creativity, and business savvy so vital to success in the future world of work.

BENEFITS TO SCHOOLS

The Tasty Careers Schools' Enterprise Challenge offers a chance to translate classroom learning into a memorable hands-on experience that helps pupils of all abilities to work together. It supports literacy, communication, maths, numeracy, and digital skills alongside science and technology and boosts student understanding of nutrition, health, and wellbeing.

By engaging with local businesses to give them the opportunity to mentor pupils throughout the challenge and allowing the companies to showcase to pupils the vast array of job roles and exciting career opportunities that there are within the sector and within their business. It also helps support pupils to make guided decisions with regards choosing the various career options available.

Cwmtawe Community School

"This competition has been the making of the pupils who have taken part, it has given them focus and drive to work together and has allowed them to each develop their own individual skills."

Glan y Mor: Teacher said,

"The Tasty Careers Challenge was an excellent event that encouraged the pupils to work out of their comfort zones and adapt their skills to a real-life situation. Pupils worked as teams, and as individuals at times to come together, create a dish and present their ideas to an accomplished judging panel. Pupils thoroughly enjoyed the day, enjoyed working together and attending such an event after the last two years of covid lockdown. It certainly inspired some pupils to move forward with their thinking around option choices and post 16 career opportunities."

BENEFITS FOR PUPILS

Pupils get to have hands on experience as working together as a team to create something special, also by helping them in looking at new career options that they might never have thought of. By going on tours of local food and drink manufacturing companies, spending time with their NPD departments and gaining an invaluable insight as to the vast array of career opportunities within the sector that they might never have thought of as a career.

Pupils said "We're so grateful for this opportunity. It's been a totally new experience for us and we're glad that our hard work has paid off."

"We've really enjoyed this competition and it has been a really fun experience. We have enjoyed learning new skills and it has been an opportunity for us to improve our teamwork."

Abigail Webb and Olivia Hudson said,

"We had a great day and learnt a lot of new skills. The food was very nice. We would love to do something like this again."

Charlotte Lewis Camm said,

"I enjoyed the Tasty Careers Challenge as it allowed me to come up with ideas which normally, I wouldn't do."

So what's on the Tasty Careers Schools Challenge menu this year?

Pupils are being asked to create a brand-new healthy food or drink product made from as much local produce as possible. Schools can choose to compete via a representative team of pupils, a class split into groups, or a complete year group.

Each team is then judged against a specific set of requirements set out in the Challenge support pack. The winning team will then go forward to represent the school in a regional final. If they wish, schools can even choose to run the Challenge as a stand-alone contest within their own school.

The Challenge is a real chance for pupils to work together and shine no matter what their ability level. Teams of between 4-6 young people will need to collaborate and combine their individual strengths in producing market research, a business plan, and an illustrated proposal that brings their idea to life in a pitch to a judging panel.

THIS YEAR'S TASTY CHALLENGE BRIEF

You have been approached by a well-known Food or Drink manufacturer asking you to come up with a new product that has clear health benefits, is sustainable, and a great commercial proposition that shoppers will love. The product needs to be original, with an original brand name, logo, and slogan and ideally needs to be presented in a 500g 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.

Launched in Wales in

2018

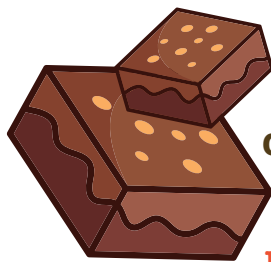


68 schools

have taken part



Over
3,536
students have
completed a
challenge



Maes y Gwendraeth school created a **Bara Brith Brownie**, **Castell Howell** (the challenge sponsor) was so impressed with the product, they decided to **produce it and sell it across Wales.**

