

SCOT POT!

**BRAKES SCOTLAND
NATIONAL PRIMARY
SCHOOL MEAL PRODUCT
DEVELOPMENT
COMPETITION**



TEST YOUR CREATIVITY AND INNOVATION SKILLS!

Join us and get involved with other schools around the country to celebrate Scotland's natural larder.

To celebrate all that Scotland has to offer and to leave a lasting legacy for Scotland's young people, we have established this national competition culminating in Scottish School Meals Week. This competition will not only celebrate Scottish local provenance and food offering, it will also help to create activities that support your school to address 'Better Eating Better Learning', 'Love Food Hate Waste', 'Becoming a Good Food Nation' and 'Developing Young Workforce'.

OUR AIMS

- To engage the school community with Scotland's food Natural Larder
- To engender a good working relationship between the school as a whole community with; parents, caterers, manufacturers and the food supply chain throughout Scotland
- To help pupils, teachers and parents understand where the food they eat every day comes from and how it gets to their plate, including the product development process
- Encourage increased uptake of vegetables and fruit and aid understanding of the eat well guide and general nutritional guidance
- Reduce food waste
- Celebrate the good food provided in schools

The competition is open to all primary 5,6, and 7 pupils from schools across Scotland. Individual prizes will be given to the best entries, but all the pupils in the winning class will win an all-expenses paid trip to the Royal Highland Show. The winning product will be showcased at the ASSIST FM National Conference on 24th and 25th August 2017 and will feature in schools across Scotland during Scottish School Meals week, 31st October 2017.

HOW TO GET INVOLVED

We are asking pupils to conduct their own market research to develop and new "Scots Origin one pot dish" that could be sold as a stand-alone product or be part of school meal that can be used in schools across Scotland.

The challenge is based on a similar format to the television programme 'Dragons Den'. We would like pupils to put their creative and entrepreneurial skills to the test and design an innovative new 'one pot' product that:

- They would like to eat and that could be form part or all of a school meal for example meal soup, meal pot, layered dish or something creative and innovative
- Has to contain AT LEAST ONE Scottish ingredient
- Would encourage more pupils to take school meals if it was sold in the dining area



GET INVOLVED ... CONTINUED!

- The product could be promoted with an innovative advertising campaign that would include a name and a catch phrase to promote the product and fit with the **Scots Origin** branding.
- Can be sold as a stand alone product
- Meet nutritional guidance for a theme day in school

The brief aims to promote creativity and also support delivery of the wider curriculum including Health and Wellbeing, Literacy and Numeracy across the Curriculum, in addition to further enhancing skills for learning, life and work.

We would encourage pupils to research existing products, ingredients and explore new and innovative ideas for products that they would like to eat.

Developing links with your school caterers could also help the product development process as they may be able to provide lots of useful information and might be willing to help the develop process. Schools may wish to work with local producers, butchers, bakers or others to help support their product development process.

Initial ideas should be submitted to schools@sfd.org.uk by 5th May 2017 on the application form provided.

These ideas will be shortlisted by a team of judges and up to 10 schools will be selected and informed by 10th May 2017 to participate in a final event to take place at a venue in Central Scotland on 31st May 2017.

At the final event, a team of no more than 5 pupils from each school will be asked to attend and bring all relevant marketing materials for their product and prepare a 5 minute sales pitch that they will have to present to a team of Dragons from industry.

ASSIST FM CAN SUPPORT THE COST OF A BUS TRANSPORT TO THE VENUE FROM ANY POINT ON MAINLAND SCOTLAND. FERRY, AIR OR OVERNIGHT ACCOMMODATION COSTS CANNOT, UNFORTUNATELY, BE COVERED. ISLAND OR REMOTE SCHOOLS WILL BE PROVIDED WITH THE OPPORTUNITY TO SUBMIT PRE-FILMED PRESENTATION OR VIDEO CONFERENCE FACILITIES.

Brakes have confirmed that Professional Masterchef winner Gary McLean will be delighted to cook off the winning recipe with the pupils at a date to be agreed with the winning team!

**TO ENTER PLEASE COMPLETE
THE ATTACHED ENTRY FORMS AND
SEND IT TO SCHOOLS@SFD.ORG.UK
BY 5TH MAY 2017**

GOOD LUCK!

