

#tasteScotland **BURGER COMPETITION**



BRIEF

2015 is the Year of Food and Drink in Scotland and we want you to embrace everything that is Scottish! The challenge is to develop an original burger recipe/idea with with the theme **#tasteScotland** linking in with the Year of Food and Drink 2015

Your burger must be made with Scotch Beef PGI, Scotch Lamb PGI and/or Specially Selected Pork – all iconic Scottish brands. However the rest is up to you! Can you think of some traditional or not so traditional Scottish flavours; what foods or flavours are local to your area, could you incorporate them into your burger recipe; or using **#tasteScotland** as the theme, come up with a great innovative idea to make your burger stand out.

This is a chance for Scottish schools to show off their aspiring young chefs and to win a meat voucher to spend on Scotch Beef, Scotch Lamb or Specially Selected Pork for the school. Pupils taking part can also win some great prizes.

So get those creative juices flowing and send us your **#tasteScotland** burger ideas.

STAGES:

1. You are invited to complete the following entry form, with additional pages if required. These entries will be judged by Quality Meat Scotland (QMS).
2. A number of entries will be chosen to work with a local butcher to produce your burger. This will allow you to learn from the butcher about whether your flavours will work, are they readily available and easy to reproduce? It will also give you the opportunity to see your burger come alive and to taste it and make any necessary changes. The final recipe will be sent back to QMS and the burgers will be made by your butcher for the next stage of judging.
3. The produced burgers will be independently judged by industry representatives. Three finalists will be chosen to be judged at the Royal Highland Show 2015 on **Thursday 18th June**.

MARKING

What you need to include and how burgers will be judged: The burger will be marked from 1 (poor) to 10 (outstanding) on the following criteria:

Creativity and Originality: The judges want to see your recipe/idea brought to life and something unique that will grab their attention.

Recipe Justification: How does the recipe/idea fit with the **#tasteScotland** theme? Does it embrace all things Scottish and more?

Awareness of Scottish dietary targets: Show your understanding of eating a healthy balanced diet. Explain why you added or omitted certain ingredients. Do any of the ingredients have a major impact on the Scottish diet?

Notes to teachers:

Entries can be made individually or be a combined class effort. The competition is open to S1 pupils only. Your recipe may be one you have made and tried out or just a concept which could then be enhanced should your entry be selected to move forward and work with a butcher on. Please note the entries will be judged on the burger recipe only, and not on accompaniments.

This competition offers the opportunity to discuss various topics in class: range of ingredients, local produce, seasonality, nutrition, product design, culture and history.

This could be used as a cross curricular project using different departments: Home Economics, History, Geography, Design and Technology.

Entries are to be submitted no later than 8th May 2015 to:

Post: Jennifer Robertson, Quality Meat Scotland, The Rural Centre, Ingliston, Newbridge, EH28 8NZ

Email: JRobertson@qmscotland.co.uk

Quality Meat Scotland

Quality Meat Scotland offers a range of health & education activities including healthy eating sessions and cookery demonstrations. Understanding of the Scotch Beef, Scotch Lamb and Specially Selected Pork brands increases awareness of issues such as: traceability, sustainability, animal welfare, quality assurance and food safety.

ENTRY FORM

Name:

School:

Class:

Teacher:

School contact name and email:

Draw a picture, take a photo or create a mood board for your burger concept.

(Use an extra piece of paper if you need to).

Description/Vision of the burger:

Describe your burger concept (give it a catchy title).

List the ingredients that will feature in your burger:

Why this burger/How does it fit with the theme?:

Explain why you think the burger fits the brief? Why did you choose this burger? Will shoppers buy it?