

# The Ecotrophelia Food Innovation Student Awards 2013

Ecotrophelia is an EU-wide Dragons' Den style competition that promotes innovation and creativity among students interested in a career in the food industry.

For the first time the Institute of Food Science & Technology (IFST) and Campden BRI brought together the challenge to develop innovative, eco-friendly food products to teams of students from UK universities.

The top prize was awarded to the team that clearly demonstrated a thorough understanding of bringing a product to market including optimising raw

materials, ensuring sustainable processes and taking into account technical, taste, regulatory and packaging requirements to create an economically and commercially relevant food product.

The UK heat of this Europe-wide competition was held at Campden BRI where students pitched for a share of the prize fund worth over £3,500 from the 'Dragons' – a panel of top food industry managers. The winning team

is to compete against the other 15 Gold winning national teams from across the whole of Europe for the chance to win up to 8,000 in the European competition. This will be held at ANUGA in Cologne, Germany on 6th and 7th October.



> L-R: Alec Kyriakides of Sainsbury's presents Harper Adams student Natalie Saxton (centre) and Anne Taylor, a lecturer of Harper Adams University with their £2000 prize.

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**Ecotrophelia Europe**

“The food and drink industry is the largest manufacturing sector in the EU in terms of turnover and employment. The availability of qualified and experienced personnel committed to research and innovation is key to its success.

**“The food and drink industry is the largest manufacturing sector in the EU...”**

“Ecotrophelia Europe is a competition that not only encourages the brightest, most innovative students to pursue a career in food and drink manufacturing, but also provides a source of new eco-innovative ideas for potential development by the food industry.

“This initiative fully supports the aim of the Lisbon strategy of the European Commission to boost innovation in order to increase the competitiveness of European industries.

“The involvement of national food federations under the umbrella of FoodDrink Europe demonstrates the importance they place on nurturing

**Preliminary Judging**

All entries were reviewed and then shortlisted by a panel of judges with expertise in new product development.

**Ariene Alegre**  
Owner, Rogue Foodies

**Simon Chattock**  
Head of Vendor Assurance, Compass Group UK & Ireland

**Vince Craig**  
Managing director, Meadowbrae Technical Services

**Dominic Darby**  
Head of sales & marketing, the Culinary Food Group

**Ruth Dolby**  
Owner, Eminate

innovation in the industry at both the product and manufacturing process levels.”

Michael Knowles, president, Food for Life.

**Dragons**

The panel of judges was made up from key figures from the UK food industry and included industry, government and professional representatives.

“The success of Warburtons and the food and drink industry as a whole depends on having the right people with the right skills. Product innovation is the lifeblood of our industry and having creative and innovative staff is vital to producing novel products that consumers both want and need.

“Developing innovative products that also include an eco-friendly element will be a challenge but also a rewarding experience for the competitors. Ecotrophelia provides students with a taste of the real-life complexities of designing and developing a commercially relevant new food product.

“This is the first time the competition has been open to entries from UK students and it’s great to see universities, industry organisations and commercial companies coming together to support this initiative.

“I am delighted to support Ecotrophelia (UK) and hope this competition helps

to draw in fresh talent to ensure the UK food industry continues to flourish both now and in the future.”

Brett Warburton, executive director, Warburtons Ecotrophelia UK chief judge.

**Ecotrophelia Dragons**

**Lucinda Bruce-Gardyne**  
Founder, Genius Gluten-Free

**Professor Colin Dennis**  
Food Chain Research Programme Manager, DEFRA

**Dr Lucy Foster**  
Food Chain Research Programme Manager, DEFRA

**Dr Michael Knowles**  
Chair of the Ecotrophelia Europe Judging Panel

**Alec Kyriakides**  
Head of Product Quality, Safety and Supplier Performance, Sainsbury’s Supermarkets Ltd.

**Fiona Angus**  
Manager Scientific and Regulatory Affairs, Coca Cola North West Europe

**Ian Noble**  
Director of Breakthrough Innovation, PepsiCo

**Professor Margaret Patterson**  
President, IFST

**Professor Steven Walker**  
Director General, Campden BRI

> All winners and dragons.





> The winning Harper Adams team.

## Judging Criteria

The dragons judged each entry on seven areas, with each area being marked out of a maximum score of ten points.

### A. Industrial feasibility

Including (where relevant) characteristics, methodology, product formulation, regulations, labeling and claims, process development, specification, nutrition, safety, suppliers, production, packaging, distribution etc.

### B. Eco-innovation

Including (where relevant) suppliers, packaging design, use of technology, manufacturing process, distribution, compliance with eco-registration schemes (e.g. Fair Trade) etc.

### C. Market credibility

Including (where relevant) strategy, business and financial plan, consumer research, competitor analysis, concept testing, potential markets etc.

### D. Originality, creativity & innovation

Including (where relevant) recipe, manufacturing process, convenience, packaging, etc.

### Overall coherence of criteria A, B, C, & D

### General presentation

### Taste

## Winners and finalists

The More than Meat Pies team from Harper Adams University was awarded the gold prize for its product, Hearty Meal, a ready meal offal pie. Along with a £2,000 cash prize, the team received a one-year IFST membership and a number of Elsevier food science publications.

The Kombu Nations team from Nottingham University team was awarded silver prize and £1,000 for their Chinese-style sausages made with toasted sesame and shiitake mushrooms.

The bronze prize and £500 was awarded to a cross-student team representing King's College London, Sheffield Hallam University and the University of Leeds for Vejects, a snack made from sub-standard vegetables.

Natalie Saxton, who is studying Food, Nutrition and Wellbeing at Harper Adams University, accepted the gold prize on behalf of the More Than Meat Pies team. She said: "We are delighted to win gold prize. It's been an amazing experience. One of the best things has been working as a team to bring everyone's creative ideas together in one product. The judges have been really supportive and we are now looking forward to the European finals."

The awards were introduced by the competition's chief judge and executive director of Warburtons, Brett Warburton and presented by Alec Kyriakides, head of product quality, safety and supplier performance at Sainsbury's at Campden BRI's annual open day for the food and drink industry at their headquarters in Chipping Campden, Gloucestershire. After listening to the team pitches and tasting the products, 'the dragons' – a panel of top food industry experts – carefully considered each entry for its industrial feasibility, taste, eco-innovation, originality, creativity and innovation and market credibility.

Prof Margaret Patterson, IFST President and Ecotrophelia judge said: "The judges were all impressed by the excellent standard of the entries. The hard work and creativity of the students was evident. These young food scientists and technologists should be a real asset to the future of our profession."

The competition has attracted sponsorship from big industry names including Sainsbury's, DEFRA, Coca-Cola, Elsevier, PepsiCo, Warburtons and Genius Gluten Free, as well as the Farncombe Cotswold Conference Centre. The Harper Adams team will go on to compete against the other 15 gold-winning national teams from across



the whole of Europe for the chance to win up to 8,000 in the Ecotrophelia Europe competition, which will be held in October.

Teams of students who are interested in entering a team for Ecotrophelia UK 2014 can register their interest with Jane Emery at J.Emery@ifst.org.

For further information about Ecotrophelia UK visit [www.ecotrophelia-uk.org](http://www.ecotrophelia-uk.org).

## Hearty Meal

### CATEGORY

Main Course

### TEAM

More than Meat Pies Harper Adams University

### DESCRIPTION

Hearty Meal is a new and unique product that will appeal to consumers wanting to try new and exciting food products, who are also value conscious.

### CONCEPT

Hearty Meal is low in fat and salt and contains essential vitamins and minerals as well as fibre.

Offal is an excellent source of many nutrients including protein and iron and when accompanied by vegetables the team felt it offered a healthy alternative to some ready meal options.

With the popularity of ready meals in the UK increasing, especially amongst young single adults living alone Hearty Meal is filling a gap in the market for an offal product but as a ready meal option. It also cuts out the preparation involved with raw ingredients.

Celebrity chefs, such as Gordon Ramsey, are currently promoting and supporting offal on the menu of smart restaurants in an attempt to bring back often overlooked cheaper cuts of meats. With celebrities promoting offal consumers are more willing to return to more traditional style British products.

The team believe that British food is still a UK favourite choice and Hearty Meal aimed to deliver on taste by offering a slightly quirky twist to a traditional British ingredient.



## Vejects

### CATEGORY

Snack Product

### TEAM

Placement Students UK,

Kings College London, Sheffield Hallam University, University of Leeds

### DESCRIPTION

Vejects is a British vegetable snack made with the vegetables that supermarkets turn away, giving rejected vegetables a new lease of life. The team took seasonable British-grown vegetables and transformed them into a cracker snack with a creamy vegetable filling.

### CONCEPT

Every year two billion tonnes of 'lonely' 'ugly' vegetables are rejected by the supermarkets. The team dehydrated the products and those with high starch content such as parsnip, swede and celeriac were milled into flour and mixed with butter from British dairies to make the crackers. The rest of the rejected vegetables were then mixed with cream cheese to create the soft filling. "We don't keep using the same vegetables all year round," said the team. "Our snack fillings depend on which vegetables are in season that month."



# Frushii

## CATEGORY

Snack Product

## TEAM

Frushii

University of Nottingham, Leeds, Reading and Bath Spa

## DESCRIPTION

Frushii is a dried fruit snack made with fruit peel, which is a by-product of the fruit processing industry.

## CONCEPT

The dried fruit was blended and shaped to form bite-sized pieces, which resemble the popular Asian snack, sushi.

The idea of fruit-based sushi originated in Eastern Asia as a dessert, consisting of rice and fresh fruit in place of fish. The products comprise simply fruit, fruit peel and seeds.



# Kombu Nations' Sausages



## CATEGORY

Main Meal Constituent

## TEAM

Kombu Nations

University of Nottingham

## DESCRIPTION

A Chinese style honey toasted sesame and Shiitake sausages lightly flavoured with five spice blend.

## CONCEPT

Kombu Nations mission statement

is simple: to revolutionise the traditional sausage concept by providing exciting new flavour offerings from across the globe, whilst paving the way for a more sustainable future for both the environment and the population as a whole.

The product presented is inspired by the flavours of China. It is designed to form the basis of a main meal, alongside accompaniments ranging from traditional mashed potato to stir-fried noodles and vegetables.

# Shake 'n' Spice

## CATEGORY

Snack Product

## TEAM

Shake 'n' Spice

College of Agriculture Food & Rural Enterprise, Loughry Campus

## DESCRIPTION

Bite size chicken breast pieces with a sachet of sweet chilli sauce

## CONCEPT

Picture the scene – Having one of those days? Kids are hard to get out bed,

the clock is quickly ticking and by the time you sort them out and give them breakfast it's time to take them off to school. The team wanted to acknowledge that parents don't often have the time to make a packed lunch and felt that Shake 'n' Spice was a possible solution.

The 100% chicken breast, locally sourced from only quality assured farms is sliced into chunky bite pieces a succulent glaze is applied along with a flavoured allergen-free spice mix conveniently packaged and easy-to-open sachet. The pack also included a small plastic fork. **FMT**

