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# PRESS RELEASE

## A dragon's den awaits UK finalists of student food innovation competition

Campden BRI and IFST are pleased to announce the finalists of Ecotrophelia UK 2014 - a competition that challenges student teams to develop brand-new, innovative, eco-friendly food products.

A panel of new product development experts has carefully reviewed all the entries and has selected five teams from London Metropolitan University, College of Agriculture, Food and Rural Enterprise (CAFRE), Cardiff Metropolitan University, Harper Adams University and the Royal Agricultural University.

The teams will pitch their ideas to the 'dragons' — a distinguished panel of food experts including representatives from PepsiCo, defra, Tesco, Nestle, Sainsbury's, Warburtons, and Genius to compete for £3,500 in prize money and the chance to represent the UK at Ecotrophelia Europe. The five finalist products are: a main meal of mixed beans tempeh covered in sweet and sour sauce from London Metropolitan University; a cereal snack bar with bursting raspberry spheres from Harper Adams University; milk chocolate coated biscuits with an apple centre from the Cardiff Metropolitan team, a Thai fish roll starter from the Royal Agricultural University; and a ready-to-eat pulled chicken snack from the CAFRE team.

Bertrand Emond Head of Membership and Training at Campden BRI, said:

*"The very essence of Ecotrophelia is about encouraging young, ambitious individuals in higher education to get a taste for themselves of what is required for a successful career in the exciting and dynamic food industry. Campden BRI continues to be committed to supporting young and emerging talent in the food sector and we are excited to be helping to organise the UK heats again this year." The winners will be announced the following day at the annual Campden BRI day and will go on to*

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*compete for €15,000 at the European competition on 19 and 20 October at the SIAL trade fair in Paris.”*

Campden BRI ([www.campdenbri.co.uk](http://www.campdenbri.co.uk)) provides technical, legislative and scientific support and research to the food and drinks industry worldwide – with a comprehensive “farm to fork” range of services covering agri-food production, analysis and testing, processing and manufacturing, safety, training and technical information services. Members and clients benefit from industry-leading facilities for analysis, product and process development, and sensory and consumer studies, which include a specialist brewing and wine division.

\*\*\* Ends \*\*\*

19 May 2014

#### Notes to editors

1. An accompanying photograph is available at [www.dropbox.com/sh/d2taa5bwr0y1wtg/AACNnqQrLKE3IqC7sbCHNuCea](http://www.dropbox.com/sh/d2taa5bwr0y1wtg/AACNnqQrLKE3IqC7sbCHNuCea). If you have any problems with the link, contact Mr Tim Hutton, Campden BRI, Station Road, Chipping Campden, Glos. GL55 6LD, UK. [tim.hutton@campdenbri.co.uk](mailto:tim.hutton@campdenbri.co.uk) +44(0)1386 842047
2. [Campden BRI](http://www.campdenbri.co.uk) specialises in the practical application of technical excellence to support the food and allied industries through analysis and testing, operational support, research and innovation, and knowledge management. It is the world's largest membership-based food research organisation, with nearly 400 staff based at its three sites: Chipping Campden (Headquarters), Nutfield (Surrey - brewing division), and Budapest (Hungary).
3. Its activities include assuring the safety of food and drinks, [food processing and manufacturing](#) support, [food analysis and testing](#), [training](#) and [publishing](#). Each year it hosts hundreds of business visits and trains around 6,000 people from food and drink companies worldwide. Further information on its activities can be found at [www.campden.co.uk](http://www.campden.co.uk)
4. Expertise at Campden BRI includes:
  - a. [manufacturing technologies](#) - food processing (heating, chilling, freezing), aseptic technology, [microwave heating](#), [malting and brewing](#), [milling](#), [baking](#) and extrusion technology, and process control and instrumentation, [packaging technology](#)
  - b. safety assurance - including [hygiene and sanitation](#), [microbiology](#) and preservation, processing technologies, analysis and testing (microbiological, chemical), and quality and safety management,
  - c. [product development](#) and quality, [consumer studies](#), market insights, [sensory science](#), [authenticity testing](#), shelf-life evaluation, labelling and [legislation](#)
  - d. [agri-food production](#), ingredients, raw materials, raw material technology,
  - e. underpinning science - [cereal science](#), [microbiology](#), [chemistry and biochemistry](#), molecular biology

5. Facilities at Campden BRI include:

- a. 3,000 sq m of laboratories for food and drink microbiology, hygiene, chemistry, biochemistry, molecular biology, brewing and cereal science, and packaging technology
- b. 3,500 sq m food process hall and [pilot plant](#) including malting and brewing, retorting, chilling, milling, baking, hygiene and packaging
- c. 800 sq m of dedicated training and conference facilities