

Ultimate Creations



Science Inspired

Lunch Box

A Showcase and Pitching Competition

Open to all Form 4 to Form 6 - home schooling / international school students



PRIZES

UP TO **20K**
UCSI University
Bursaries

UP TO **3K**
Cash Prizes

REGISTER BY
30th June

BRIEFING

7th July 2018 (Saturday)
9.30am - 12.00pm

EVENT DATE

21st July 2018 (Saturday)

EVENT TIME

8.00am - 4.30pm*

* To improve students' understanding on food nutrition, food preparation and food safety.

VENUE

UCSI University
KL Campus

ONGOING PROGRAMME

WOW Food Fair
(Theme: A Sustainable Food Future)



Contact Us

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apps.ucsiuniversity.edu.my/communityprogramme

PRE-QUALIFYING ROUND

(SHOWCASE)

What should be done on the day of the competition:

- Decorate your booth
- Display your lunchbox prototype
- Play a 5-minute video-recording of your team preparing the food following proper hygiene practices (please bring your own electronic device e.g. Ipad, handphone, laptops)
- Present your concept to the judges followed by a question and answer session (Q&A)

JUDGING CRITERIA

Criteria	Description	Marks
Nutrition and health	<p>Each group is to prepare a balanced meal incorporating all food groups (grains, fruits, vegetables, fish/poultry/meat/legumes, dairy) but with low salt, sugar and fat content.</p> <p>May refer to the Malaysian Dietary Guidelines (MDG) for Children and Adolescents 2013. https://bit.ly/2rfZbr9</p> <p>Below are the related key messages:</p> <ul style="list-style-type: none"> • Key Message 3: Eat a variety of foods within your recommended intake • Key Message 6: Eat adequate amount of rice, cereals or tubers • Key Message 7: Eat fruit and vegetables everyday • Key Message 8: Consume moderate amounts of fish, meat, poultry, egg, legumes and nuts • Key Message 9: Consume milk and milk products everyday • Key Message 10: Include appropriate amounts and types of fats in the diets • Key Message 11: Limit intake of salt and sauce • Key Message 12: Consume foods and beverages that are low in sugar 	20
Food Safety	<p>Each group is required to make a 5-minute video recording of their team preparing their food. During food preparation, teams must be properly attired and follow basic food hygiene and safety procedures. Please refer to the Food Hygiene Regulation 2009: https://bit.ly/2HOFNMA</p> <p>Teams will be assessed based on the following criteria:</p> <ul style="list-style-type: none"> • Regulation 32: Clothing of food handler • Regulation 33: Personal hygiene of food handler • Regulation 34: Keeping food premises clean • Regulation 36: Preparing, packing and serving of food 	20
Appearance	Appearance of prototype – presentation, colour and appearance of food, and cleanliness	10
Costing	<ul style="list-style-type: none"> • Meet the cost expectations of not more than RM6 per lunch box • List the ingredients and calculate costing/budgeting 	10
Creativity	<ul style="list-style-type: none"> • Creativity (creative modification of original recipes or methods of cooking) • Scientific attribution – the science behind the recipe 	30
Booth showcase and decoration	Creativity and presentation	10
TOTAL		100

FINAL ROUND

(PITCHING)

What should be done on the day of the competition:

- Selected groups will be shortlisted to participate in the final round (pitching).
- With the aid of PowerPoint slides (maximum 3 pages), there will be a 5-minute pitching (oral presentation) by the team leader (students are to present their lunch box concept to the audience and judges explaining the novelty and creativity of their recipe. In addition, students are to pitch how the lunch box can be marketed to potential customers and be sold to the public as a potential business.)
- 7-minute Q&A session (all team members may answer).
- Participants are required to prepare in advance a 3-page PowerPoint presentation that consist of the following:
Page 1: Name of product, school and participants
Page 2: Photo of your product, with proper labelling of each ingredient
Page 3: Short description of your product based on the judging criteria

JUDGING CRITERIA

Criteria	Description	Marks
Presentation skills	<ul style="list-style-type: none">• Clear presentation, proper volume, good posture and eye contact, enthusiasm and confidence• Within 5 minutes of the allocated time• Able to answer all questions and show adequate skills and competence	30
Novelty and creativity	Novelty and creativity (creative modification of original recipes or methods of cooking)	30
Marketability	<ul style="list-style-type: none">• High potential to be sold or marketed• Attractive to potential food consumers	40
TOTAL		100