



ECO TROPHELIA^{UK}

2020

FOOD INNOVATION
STUDENT AWARDS

eco
innovation



ECOTROPHELIA
UNITED KINGDOM

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The organisers



IFST

Institute of Food Science & Technology (IFST) is the UK's leading professional body for those involved in all aspects of food science and technology.

We are an internationally respected independent membership body, supporting food professionals through knowledge sharing and professional recognition. The Institute's core aim is the advancement of food science and technology based on impartial science and knowledge sharing.

Our membership comprises individuals from a range of backgrounds, from students to experts, working across a wide range of disciplines within the sector.

www.ifst.org

Campden BRI

Campden BRI provides scientific, technical and regulatory support and research to the food and drinks industry worldwide. We offer a comprehensive "farm to fork" range of services covering agri-food production, analysis and testing, processing and manufacturing, safety, training and technical information services. Our 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.

www.campdenbri.co.uk

ECOTROPHÉLIA^{UK}

2020 FOOD INNOVATION STUDENT AWARDS

Now in its eighth year, the Dragon's Den style competition is returning to challenge the creativity and innovativeness of students ready to step into a career in the food industry.

IFST and Campden BRI present the UK finals this year as five teams present their unique, eco-friendly food and drink products. Spending considerable time developing the product, production processes and marketing, the teams are scrutinised on all stages required to bring an eco-innovative product to market.

New for this year, on 2 June 2020, the teams will be required to present and defend their product to the 'Dragons' virtually, presenting unique challenges and opportunities for all. The 'Dragons', a mix of industry professionals, will listen to the pitches and decide on the gold, silver and bronze teams who are awarded a share of a prize fund worth £3,500. The gold team will be further invited to challenge other national gold winning teams for the European competition, due to be held on 18 & 19 October at SIAL in Paris

"Ecotrophelia is an excellent opportunity to develop and engage with the next generation of food scientists and technologists; bringing industry and our students together. The students are challenged to be innovative and environmentally conscious, and demonstrate leadership through their product development and presentations. Ecotrophelia is the perfect stepping stone into a career in our ever-developing sector."

"As the food sector adapts to the COVID-19 situation, the students must also adapt to presenting on a virtual platform. I look forward to seeing how they modify their pitches to the 'dragons' and seeing what the judging panel can learn from them! I am sure as always this will be a highly engaging event for all involved."

"Now in its eighth year, the quality, complexity and innovation of the teams and their products improves year on year. I am eager to see what the students have 'imagineered' for us this year!"

Helen Munday - IFST President

The shortlisted products

CocoWaffle

University of Nottingham

Roly-Poly Delights, Sticky Toffee Delights, Lemon Drizzle Delights

University of Nottingham

Betta Banoffee Tart

University of Reading

Brewer's Brownies

Liverpool Hope University

PLANT UP

University of West London

The five finalist teams will present to the dragons at the UK national heat on 2 June 2020.

The competition

Ecotrophelia gives students a taste of new product development. From idea generation through to the final packaged product, the teams get a hands-on experience of what it takes to bring an eco-friendly food or drink to market. It provides students with a rare opportunity to present to some of the biggest names in the food sector and helps them to develop their teamwork and presentation skills. And of course there are some great prizes up for grabs too!



“Ecotrophelia is a fantastic way to get exposure to some of the industry’s biggest players and potential future employers. Around 300 students from 16 different universities across the UK have taken part since 2013”.

Bertrand Emond, Head of Membership and Training at Campden BRI



“It’s great to see our idea grow from a university project to a successful final product.”

Pavandeep Matharu, member of the 2017 winning team from University of Reading

UK success at the EU finals

Two gold prize winning teams from Ecotrophelia UK have gone on to experience further success at the European final in recent years.

In 2017, a team from The University of Reading won the silver prize. The team created a vegan sushi made using cauliflower rice and fresh vegetables that contained just 75 calories per portion. The team were presented with an award and a cheque for €4,000 at Food Matters Live exhibition in London.

In 2016, the bronze prize was awarded to a team from Nottingham Trent University for their all-natural, sustainable and indulgent non-dairy alternative to traditional ice cream.

“Our teamwork and incredible belief in our product are what made it a success.”

Member of the 2018 winning team from the University of Nottingham

“It was a very rewarding experience for the team! They really enjoyed the whole experience - from entering the competition to winning gold at Ecotrophelia UK. Then representing the UK at European level was amazing. They grew in confidence and were very proud of their project and their product!”

Dr M.J. Oruna-Concha, supervisor of the 2019 gold prize winning team





#EcotropheliaUK

Sensory Dimensions @sensdimensions

We are at the final of the students food innovation competition: @ifstnews #EcotropheliaUK 2019. Its exciting to see the innovative range of products created and inspired by the five finalists.

Campden BRI @campdenbri

Congratulations to University of Reading, winners of #EcotropheliaUK 2019 for their VENERGY product. They'll now go on to represent the UK at the European finals in Cologne in October. Well done! #CampdenBRIDay @UniofReading @UniRdg_FNS

IFST @ifstnews

Congratulations to five teams from @TrentUni, @UoNBioscience and @UniRdg_FNS who have been shortlisted in Ecotrophelia UK 2019 <http://ow.ly/Xc4s30oqQUS> @campdenbri #EcotropheliaUK #Ecotrophelia

Ecotrophelia UK prizes

Three prizes will be awarded to the winning teams as follows:

Gold

Ecotrophelia UK Certificate

£2,000*

1 year IFST membership (each team member)

Silver

Certificate

£1,000*

1 year IFST membership (each team member)

Bronze

Certificate

£500*

1 year IFST membership (each team member)

*Cash prizes are sponsored by PepsiCo

All shortlisted team members will receive a certificate of participation



Ecotrophelia Europe Grand Final

The Gold winning team will go forward to the European competition, to be held SIAL in Paris on 18 & 19 October 2020. The UK team will compete against the EU Gold winning national teams from across the whole of Europe for the chance to win one of the three grand final prizes:

Gold € 4,000

Silver € 3,000

Bronze € 2,000

How to enter

For further information, visit www.ecotrophelia-uk.org
If you are interested in entering a team for next year's competition, send your expression of interest to Rob Jones at r.jones@ifst.org.

The dragons

The panel of dragons is made up of key figures from the UK food and drink industry and includes industrial, governmental, professional and media representatives.

Sam Millar Director of Quality, Warburtons

Sam Millar is the Director of Quality for Warburtons Ltd, responsible for product and packaging quality, food safety and regulatory compliance. Sam has served as a Board Director for the Cereals & Grains Association (AACCI) and is a Fellow of the IFST as well as the Academy of the International Association for Cereal Science and Technology (ICC).

Brigid McKeivith Scientific & Regulatory Affairs Senior Manager UK & Ireland, Coca-Cola

Brigid has over eighteen years' experience in the food industry including Tata Global Beverages and Nestle Breakfast Cereals. In 2019, she joined Coca-Cola as Senior Manager for Scientific & Regulatory Affairs. Her responsibilities include ensuring compliance of formulations, ingredients, products, packages, labels, claims, and communications for the UK and Ireland.

Martin Macfarlane, R&D Director, Unilever

Martin has worked for Unilever for 16 years. He originally focussed on ensuring the safety of products and manufacturing for consumers, employees and the environment for various products across Personal Care and Foods. He then moved to Ice Cream Design, developing recipes and technologies to give new consumer benefits and experiences. Martin is now an R&D Director for the Pepsi Lipton Joint Venture, where a key responsibility is the European Innovation Programme for brands including Lipton Ice Tea.

Nicola Sharman, Senior Standards & Audit Technologist, Marks and Spencer

Nicola has 25 years' experience in the food industry including manufacturing, catering, auditing and retail. At M&S she is responsible for developing the industry manufacturing standards, managing a 3rd party audit company, conducting food safety audits of new suppliers and supporting the category food technologists and their suppliers.

Helen Munday, President, IFST

Helen Munday is currently President of the Institute of Food Science and Technology and the Food and Drink Federation's Chief Scientific Officer. Helen has a wealth of experience of the food and drink sector covering areas such as food safety and science, sustainability, innovation and health and wellbeing.

Graham Street, R&D Manager, PepsiCo

Graham is a senior R&D manager for PepsiCo within the breakthrough product development function. He leads a team focused on the development and deployment of new products and technologies for fabricated snacks across the globe. Starting work in the chemical industry he switched to food 10 years ago and has since worked for Cadbury, Kraft foods and Mondelez.

Victoria Jones, External Collaboration Leader, Mondelez International

Victoria joined Mondelez International 16 years ago, where she now has responsibility for the Open Innovation Agenda for Europe. Victoria has a keen interest in the academic-industrial interface identifying the most appropriate commercial partners to drive breakthrough innovation.



Ecotrophelia dragons, from left to right: Sam Millar, Brigid McKeivith, Martin Macfarlane, Nicola Sharman, Helen Munday, Graham Street, Victoria Jones, Alec Kyriakides, Hugh Powell, Rod Addy, Chris Huscroft, Tim Holmes and Inderpal Kaur.

Alec Kyriakides, Head of Central Technical Operations, Sainsbury's Supermarkets Ltd

Alec Kyriakides is responsible for Sainsbury's technical management frameworks encompassing Product Safety, Nutrition & Health, Supplier Management, Analytical Integrity, Training and Incident Management. He is also responsible for the Sainsbury's Brand Academy.

Hugh Powell, Academic Partnerships Lead, Nestlé NPTC Confectionery

Hugh is physical scientist with 17 years' experience in food industry R&D with the Nestlé confectionery business. He has held a variety of roles within the organisation and currently leads academic partnerships for the confectionery category alongside an expert role in food materials science. Prior to joining Nestlé he had an academic career at the universities of Lausanne, Adelaide and Durham.

Rod Addy, Editor, Food Manufacture

As editor, Rod Addy is responsible for all content in Food Manufacture's monthly magazine and on its website, plus content delivered through face-to-face conferences and awards. His 19-year career as a journalist includes stints for The Grocer and website Food Navigator, covering topics ranging from NPD to food engineering.

Chris Huscroft, Chief Executive, Campden BRI

Chris became Chief Executive of Campden BRI in January 2020, having joined the business in October 2018. This followed more than 35 years in the food industry in an international career with companies such as Unilever and CSM Bakery Solutions primarily in Research and Development. A Chemical Engineer from Newcastle University, Chris is a fellow of both the IFST and IChemE.

Tim Holmes, Head of Quality, Diageo Campden BRI Chairman

Tim Holmes is responsible for the product quality strategy and agenda for Diageo plc. Tim started his career with Guinness as a brewer and has worked in diverse technical roles over a 30 year career within the Guinness and subsequent Diageo organisations. He uses his passion for quality and flavour to help ensure Diageo's products delight their consumers. Tim is Chair of Campden BRI.

Inderpal Kaur, Product Development Manager, Tesco Stores Ltd

Indy started her career working in chocolate innovation and sugar confectionery for Nestlé and Mondelez. She focussed on global strategic projects and blue sky thinking before moving into innovation management. Indy has led various new product development initiatives for Kerry Foods and Gü desserts and now works within the cross-category product development function at Tesco, where she is specifically focusing on health, plant based and longer term food trends.

Judging criteria

Each area will be marked out of a maximum score of 10 points:

How innovative is the proposal? (10 marks)

How eco-innovative is the proposal? (10 marks)

Industrial feasibility (10 marks)

Market credibility (10 marks)

Nutritional characteristics (10 marks)

Food safety and conformity to European regulatory rules (10 marks)

Taste, organoleptic qualities (10 marks)

Marketing and communication plans (10 marks)

Packaging (10 marks)

General presentation (10 marks)

TOTAL /100 MARKS

Preliminary judges

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

Helen Sharman

Principal Scientist at McCormick & Company

Simon Chattock

Head of Vendor Assurance at Compass Group UK & Ireland Ltd

Steve Timms

Commercial Development Manager at Brenntag UK & Ireland

Vince Craig

Managing Director, Meadowbrae Technical Services

Professor Carol Phillips

Former Professor of Microbiology and Deputy Dean at University of Northampton (Retired)

Julian Cooper

Owner/Director at 342 Consulting Ltd

Richard Marshall

Senior Lecturer in Food Enterprise at Bath Spa University

For further information visit:

www.ecotrophelia-uk.org

