

ECO TROPHELIA^{UK}

2021

FOOD INNOVATION
STUDENT AWARDS

eco
innovation



ECOTROPHELIA
UNITED KINGDOM

The sponsors



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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}

2021 FOOD INNOVATION STUDENT AWARDS

Now in its ninth 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, as five teams present their unique, eco-friendly food and drink products. During challenging circumstances this year, the teams have spent time developing the product, production processes and marketing. The teams will be scrutinised on all stages required to bring an eco-innovative product to market.

For the second year running, on the 6th July 2021, 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 10th and 11th October 2021 at Anuga, Cologne.

The shortlisted products

Seaweed High-Protein Cracker Crisp

University of Reading

Choco-Orange Dino Dips

University of Reading

YQ Wheat Bar

London Metropolitan University

Edam and Eve's high protein, mixed berry plant smoothie

University of Surrey

Libero 0% ABV Coffee Liqueur

University of Nottingham

The five finalist teams will present to the dragons at the UK national heat on 6 July 2021.

"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 ninth 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 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. Like last year, students have the additional challenge of developing and presenting their products during a global pandemic. So far, the students have overcome this challenge. And of course there are some great prizes up for grabs too!



“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

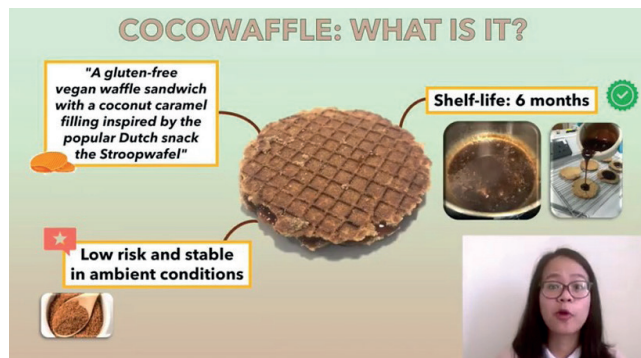
Two gold prize winning teams from Ecotrophelia UK have gone on to experience further success at the European final in recent years.

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.

“Although we had to adapt quickly to COVID-19 when designing and presenting our product, we were really pleased with the end result and enjoyed the experience of presenting our eco-innovative product at Ecotrophelia UK”

Team Re-Dessert, Gold prize winners 2020



“Ecotrophelia is a fantastic way to get exposure to some of the industry’s biggest players and potential future employers. Around 450 students from 20 different universities across the UK have taken part since 2013”.

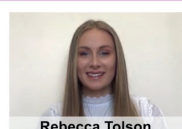
Bertrand Emond, Head of Membership and Training at Campden BRI



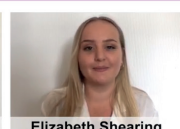
“It was a very rewarding experience for the team! They really enjoyed the whole experience - from entering the competition to winning gold at Ecotrophelia UK. Then representing the UK at European level was amazing. They grew in confidence and were very proud of their project and their product!”

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

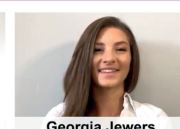
[TEAM RE-DESSERT]



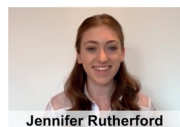
Rebecca Tolson



Elizabeth Shearing



Georgia Jewers



Jennifer Rutherford



Emily Wilkins





#EcotropheliaUK

FoodBev Media @FoodBev

Students looking to devise a solution to the problem of #bread waste faced by a Nottingham social enterprise, have developed an 'innovative' Gulab Jamun-style sweet treat [https://foodbev.com/news/students-create-innovative-sweet-treat-using-surplus-bread/...](https://foodbev.com/news/students-create-innovative-sweet-treat-using-surplus-bread/)

Em Weston @ejeweston

So proud of our 2 groups of final year students @UoNFoodSciences @UoNBiosciences coming 1st (ReDesserts) & 3rd (Ecodive) in the UK finals for #EcotropheliaUK. They did a super job and all have a great future ahead of them @UoNBiosciences, roll on the Euro finals in October!

Helen Munday @HelenMundayIFST

#ecotrophelia @ifstnews @campdenbri So excited that the winning teams have been announced. Total honour to judge the competition. Blown away by professionalism of all the entrants. Winners; best of luck in the Euro finals. @UoNBiosciences @UniWestLondon

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 at Anuga, Cologne on 10th & 11th October 2021. 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 17 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.

Daniel Festring, Food Chemistry Group Leader, Nestlé Product Technology Centre Confectionery

Daniel has been with Nestlé for more than 10 years. Flavour scientist by training, he has held different roles within the R&D organisation. With his passion for innovation & great tasting products he is currently leading a team of scientists driving the translation of science and technology into confectionery innovations.

Helen Munday, President, IFST

Helen Munday is President of the Institute of Food Science and Technology. 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.

Rosemary Wilkinson, Marks and Spencer

Rose is Head of Technology of the Ambient Snacking and Celebration category, responsible for the food safety, quality, integrity and sustainability of her products. In addition to category responsibility, Rose is strategic lead for the recruitment, training and graduate programme for the M&S technology function.

Guvinder Abdel-Hady, Category Technical Manager, Sainsburys

Guvinder has over 15 years of experience working across multiple retailers in the Technical & Development functions. As a Category Technical Manager at Sainsburys she is responsible for the Food Safety and Integrity, Supplier relationships, Technical Innovation and consistent quality products within the Sainsburys brand. Guvinder also leads the Assistant Technologist programme. The two year programme allows Food Science or equivalent graduates to get a breadth of experience across all areas of retail.



Ecotrophelia dragons, from left to right: Sam Millar, Brigid McKeivith, Martin Macfarlane, Daniel Festring, Helen Munday, Rosemary Wilkinson, Guvinder Abdel-Hady, David Jones, Tim Foster, Rod Addy, Tim Holmes, and Dr Victoria Fuller.

David Jones, Senior R&D Manager, PepsiCo

David works within the Global Product Function R&D team. He has over 30 years' experience within R&D and currently leads a team focused on the development of new fabricated snack products across the globe.

Tim Foster, Scientific Affairs Director, Campden BRI

Tim joined Campden BRI as Scientific Affairs Director (2020) and is responsible for the science and technology strategy in meeting member needs and collaborating widely with academia. Previously he was Professor of Food Structure at the University of Nottingham (2007-2020) and Senior Scientist 'Food Structural Design' at Unilever R&D (1992-2007).

Rod Addy, Editor, Food Manufacture

As editor, Rod Addy is responsible for all digital multimedia content delivered on Food Manufacture's website and through webinars, virtual and face-to-face conferences and its annual Food Manufacture Excellence Awards. His 20-year career as a journalist includes stints for The Grocer and website Food Navigator, covering topics ranging from NPD to food safety, food science and processing and engineering.

Tim Holmes, Head of Global Quality Strategy and Equity Standards, Diageo

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.

Dr. Victoria Fuller, Open Innovation Lead, Research and Nutritional Sciences, Mondelez

Victoria has > 16 years-experience in the food and drink industry including at Mars Incorporated and Mondelez International. She has held a variety of roles including quality, food safety, analytical and innovation, including leading teams in emerging and developed markets. Victoria has an interest in partnering externally to drive breakthrough innovation.

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:

Simon Allison

IFST Education and Careers Board Vice Chair

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
www.eu.ecotrophelia.org

