

IFEX18 - Salon Culinaire

## International Street Food Challenge

IFEX18

**20<sup>th</sup> 21<sup>st</sup> 22<sup>nd</sup> March 2018 – Titanic Exhibition Centre, Belfast**



<p><b>Street Food International</b></p> <p><b>Competition details</b></p>	<p>This new competition will be as follows:</p> <p>Each team will devise and plan an International Street Food Concept that recognises the full business potential of the students in each team as well as innovative &amp; creative street food preparation and cookery skills.</p> <p>Each team will create and submit a brief business plan and design a Street Food brand that will be used to produce PDF digital marketing materials that can be printed. As part of the judging process students will be asked to present this brief business plan to a panel of 3 expert business and management judges. (Business plans should be presented in an a4 booklet, (no powerpoint or other visual aides are required).</p>
---	--

Each team must design, create and produce a suitable menu board that is to be displayed throughout the event.

To prepare, cook and serve 80 -100 pre-ticketed lunch voucher diners from a state of the art street food kitchen environment, built and designed to produce high quality international street food to be served “al fresco” in lunch portions in a street venue, over a two-hour service period, delivering exceptional, consistent food.

The Street Food Team should consist of 6 junior chefs / and 1 kitchen porter, plus 3 students who are allocated to the street area to meet and greet customers, take care of service hatch, accept the luncheon vouchers and the tidiness of the street area as well as replenishing bottled water when necessary.

Students should be of mixed ability and 1 college nominated senior mentor from college or industry, must deliver an innovative and genuinely authentic menu of 3 International Savoury Street Food Dishes and 1 International Street Food Sweet Dish to show judges, ticketed diners and industry peers a true scenario of authenticity, skills, innovation and creativity.

Food Cost for ingredients will be reimbursed to all competing colleges on the day of competition as a Total College Stipend: **£500.00**

	<p>The service of all dishes will be directly from the street food kitchen hatch in Modern Street Food Containers and or Dishes that are disposable and bio-degradable, with disposable cutlery also being supplied by IFEX18 organisers. <b>A full list of disposable service items will be given to the teams pre-event and an order form must be completed to order your chosen street food serving dishes for delivery to their competition area.</b></p>
<b>Preparation Rules</b>	<p>In another important change to previous years teams will be allowed to pre - prepare 80% of each part of the street food items in advance showing the judges just 20% of the production. This is to allow teams more time to concentrate on delivering a well thought out street food menu, cooked well, with fantastic flavours, served hot or cold and delivered in the allotted time. Judges will be taking all this criteria in to consideration when marking.</p>
<b>Menu Content</b>	<p>Each college will prepare dishes that will be delivered at the kitchen service hatch to customers through an pre – allocated Luncheon Vouchers Ticketing system put in place and administered by Fresh Montgomery.</p> <p>4 Modern Street Food Dishes (3 Savoury &amp; 1 Sweet) must be authentic in use of ingredients and cooking methods. Dishes intended hot must be served hot and dishes meant to be served cold should be served as such. All dishes must be served in modern disposables that</p>

	<p>will be supplied by the organiser's and portion size must be realistic for a modern street food al fresco lunch service.</p> <p>Sponsored Still &amp; Sparkling water will be available to the customers. No other beverage service is required from colleges.</p> <p>Each College will be allocated 15 Street Food Luncheon Vouchers each day to distribute as them deem fit.</p>
<p><b>Mise en Place Allowed</b></p>	<p>When choosing your menu avoid dishes that require lengthy cooking, pre-curing or marinating, as judges will be asked to take a view on whether the skills and preparation to the dish completed off site should be reflected in the marks.</p> <p>All mise-en-place will be checked by the judges at the start of the competition.</p>
<p><b>Street Food Team Members</b></p> <p><b>(See Below for Front of House)</b></p>	<p>Teams should comprise students of mixed ability plus one mentor from either college or industry and one kitchen porter. All chefs can participate in the preparation for the lunch voucher service and one student competitor to be identified as the team captain. The team captain will be responsible to liaise between kitchen and street area,</p>

	<p>answer any questions raised by the judges and arrange for the presentation dishes of the meal to be set in the show cabinet by 11am.</p>
<p><b>New Daily Competition</b></p>	<p>n.b. There is a fully equipped state of the art street food kitchen for final preparation and service of the food. <b>There will be no evening service at IFEX Belfast in 2018.</b></p> <p>Each day 1 College team will compete in the Street Food Area – successful teams will be awarded the IFEX Street Food International Diploma of Excellence. The overall highest scoring winning team from the three days competition will be crowned overall Champions - Inter College International Street Food Championships 2018 and chosen to represent NI at Hotelympia 2020. All students and mentor who compete will be certificated.</p>
<p><b>Confirmation of Team</b></p>	<p>Successful teams will be confirmed by the Salon Culinaire Director as soon as possible after the close of entry deadline. Teams must confirm attendance in writing (by Email: owensy@me.com) to Salon Director at IFEX Street Food International before November 25<sup>th</sup> 2018 at 12 Noon.</p>
<p><b>Arrival Time</b> <b>Finish Time</b></p>	<p>Teams can access the kitchen from 07.30hrs and will commence work at 09.00hrs.</p>

	Each College Team will be expected to vacate the competition area after all guests have been served and the competition area is deemed by the organisers hygienically clean and ready for next teams. Team to leave no later than 16.30 hours.
<b>Kitchen Equipment Restaurant Set Up</b>	<b>All college teams will be sent a layout of the Kitchen, Street Food Area that they will be working in once their place in the competition has been confirmed. Teams should provide their own small equipment. Wash up facilities will be provided. All teams will be responsible for cleaning down equipment and kitchen at the end of service. Results will not be finalised until a final inspection is completed. Points may be deducted if the competition kitchen and restaurant area are not left as would be expected or any equipment is missing.</b>
<b>Hygiene Products Disposables</b>	Cleaning chemicals such as sanitisers, degreasers and washing up liquid will be provided by Sponsors.
<b>Other Products Provided by the organisers.</b>	Spring Water: Sparkling or Still.
<b>Teams to Provide</b>	Menu Board

	<p>All ingredients for their menu must be procured by the college in advance (an allowance towards food costs of £500 will be paid on the day of the competition). Please bring Invoice stating IFEX 18 Int. Street Food for this payment.</p>
<b>Cold Display</b>	<p>One portion of each dish to be presented cold for the display case.</p>
<b>Timings</b>	<p>The prepared food will begin – 1230hrs and will be staggered service with guests arriving at different times up and until 1430hours.</p>
<b>Judging</b>	<p>In an apprentice style interview each team will nominate 3 students to present the business case to the panel of judges. (Student Business presentations must be kept to a maximum of 15 minutes). Street Food Business presentations will take place in the IFEX Street Food Area and be presented to 3 industry / business experts.</p> <p>Two additional portions of each dish need to be served to the judges, which will be taken at random with no prior notice. Judging will take place Live in the Street Area. All judges will be ratified by the ChefSkills Strategy Group (CSG18).</p> <p>IFEX18 Salon Culinaire Director has full oversight of all judging sheets and is the guarantor of judging consistency, integrity and constructive</p>

	<p>competition feedback. All enquiries are to be discussed directly with The Salon Culinaire exclusively.</p>
<p><b>What are judges looking for?</b></p>	<p>The judges will be looking for the team that demonstrates a modern professional business approach to the task that includes a cohesive message of Business Strategy and Marketing Plan.</p> <p>Dish authenticity, composition, flavour, taste, presentation and execution of all dishes on a consistent basis. From the first to last customer, concentrating on delivering cold food, cold and hot food, hot.</p>
<p><b>Feedback</b></p>	<p>Each team will receive a full de-brief after their day is complete.</p> <p>As judging oversight IFEX18 Salon Culinaire Director will sit in on each competition de-brief.</p>
<p><b>Sustainability</b></p>	<p>All competitors should have sustainability as a key focus when participating in Street Food International</p> <p>This should include the following -:</p>



Food ingredients: Do not bring excessive amounts of ingredients, resulting in unnecessary food wastage.

Seasonality: All menus should be written with seasonality plus using products from sustainable sources in mind.

Equipment: Consider the most energy-efficient equipment necessary to cook your menu, use it correctly, and turn it off promptly when you have finished, to achieve a good level of energy efficiency.

Hygiene Products/Disposables: Do not use more than is necessary, think of the cost implications that an excessive use of these products would have in a real working kitchen, and consider the impact on the environment.

Waste Disposal / Recycling: Separate bins for meat waste, other food waste and other general waste/packaging etc will be provided for each team to use; all competitors should ensure these facilities are used correctly.

Please do not dismiss this criteria, all teams competing in IFEX International Street Food should aim to mirror a real-life street food scenario, as closely as possible. All of these sustainability themes should be incorporated as part of your planning of menus & food preparation. Teams will lose marks for not following these instructions.

<b>Presentation of awards – Time/Location</b>	Salon Culinaire Awards Ceremony 1615hrs, at Live Theatre on the last day of competition. Wednesday 22 <sup>nd</sup> March at 1545hrs at ChefSkills arena.
<b>Entry into the competition.</b>	All competitors and colleagues <u>must</u> register online as a Salon Culinaire Competitor at <a href="http://www.ifexhibition.co.uk">www.ifexhibition.co.uk</a> Passes will be emailed directly.