7-Eleven Hawaii healthy entrée Product Development Competition 2019
RULES AND PROCEDURES (last updated 6/8/19)

The 7-Eleven Hawaii Product Development Competition is encouraging Kapi'olani Community College and Leeward Community College’s Culinary Arts and Culinology students to develop a delicious healthy entrée that meets health guidelines. The winning concept will be commercialized by 7-Eleven Hawaii stores.

Deadlines:
- 11:55pm, Tuesday, November 12, 2019 (HST) - Written Proposal Due
- 10:30am-1:30pm, Wednesday, December 4, 2019 - Judging and Tasting

Purpose:
The competition provides a great opportunity for students to:
- Apply Culinary knowledge and technical skills to develop a new food product
- Develop skills in healthy cooking, Culinary Arts, and Nutrition
- Present their product and ideas to food industry representatives.

Objectives:
Develop an entrée that meets the following criteria:
- Fits in a standard 7-Eleven Hawaii entrée container (containers are available at the Culinary Innovation Center, contact us at: cicenter@hawaii.edu)
- Portion size should be comparable to similar products at 7-Eleven Hawaii
- Approximately 700 Calories per entrée
- <10 grams Fat content per entrée
- Must have at least 3 components (i.e. protein, vegetable, grains or pasta)
- Must contain a minimum of TWO locally grown, caught, or raised product
- Must not contain rice
- <$4.00 Cost per serving, not including the packaging
- All ingredients must be cooked, chilled in the refrigerator in the container, heated in a microwave and able to sit under a heat lamp for 4 hours.
- Adheres to USDA/FDA food safety guidelines
- No loose liquid in the container, product must be able to be transported cold.
- Food may be of any ethnic cuisine.
**Student Eligibility:**
1. Entrants must currently be registered as a student in Kapi‘olani Community College or Leeward Community College’s Culinary Arts Programs.
2. Students must have at least a g.p.a of 2.0.
3. Students may only submit one (1) entry.
4. Projects from Culinary or other courses are eligible in the competition.

**Competition Rules/Details:**

**Ingredients and Supplies**

**Kapi‘olani Community College:**
Ingredients will be available for use to experiment within the CIP 100 lab. If you would like specific ingredients purchased to use in the lab, ingredients will need to be ordered at least 7 days in advance.

**Leeward Community College**
Students will have their own set of rules on ingredients/supplies. Please contact Chef Matt Egami megami@hawaii.edu

**Preliminary Written Proposal and Sample:**
Students must submit their preliminary typed proposal in a .doc or .docx format by **Tuesday, November 12, 2019 at 11:55 pm HST**. Proposals received after this time will not be accepted.
Email entry forms to the Culinary Innovation Center cicenter@hawaii.edu

Written proposal should include the following:
(Please see the last page)
1. Description of entree
2. Detailed recipe
3. Nutrition Facts label
4. Cost analysis including edible portion of ingredients, and local ingredient cost
5. Short bio about yourself

*Finalists will be invited to participate in the Judging and Tasting on Wednesday, December 4, 2019. Applicants will be notified by November 20, 2019 if they are selected as finalists.*
Final Competition
The final competition will be held on **Wednesday, December 4, 2019 from 10:30am-1:30pm. You must be present from 8:30am until 2:30pm.**

Format of Competition
- Students will present their products and judges will ask questions.
- Students will go to their stations and audience and judges will taste your products

1. Finalists must prepare samples 1-2 days prior to the competition and refrigerate the samples. Samples will be reheated and portioned out on the day of the event. Plan for at least 75 -2 oz portion samples
2. Finalists have 3 minutes to present their entrée and 2 minutes to answer any questions from the judges.
3. Finalists should have ingredients and Nutrition Facts posted at their stations along with any other pertinent information.

Awards:
- 1st Place- $1000 award
- 2nd Place- $750 award
- People’s Choice - $250 award

7-Eleven Hawaii will have all commercial rights to the winning products. Products may be sold in 7-Eleven Hawaii stores statewide.

All participants to agree to 7-Eleven Hawaii using their likeness in all media types to promote the competition and final product should they be the winners.

Final Competition Judging Rubric:
The rating of the entrée will be based on the following: Taste (Flavor, Aroma, Texture), Visual Appearance, Adherence to Nutrition Criteria, Cost Analysis and Incorporation of local ingredients, Oral Presentation.

Questions or Concerns:
Please contact Dr. Lauren Tamamoto at lauren.tamamoto@hawaii.edu or (808)734-9593 at the Culinary Innovation Center.
7-Eleven Hawaii Healthy Entrée Competition 2019

Name: ___________________________  Phone: ___________________________
Address: ___________________________  City: ___________________________  Zip: __________
E-mail: ___________________________  
Major: ___________________________  Expected Graduation: ___________________________
Name of Entrée: ___________________________

Describe your Entrée. You may include images. Pretend you are marketing your entrée. Include flavor profile information, healthy benefits, why your product is unique, and other selling points.

Locally grown, caught, or raised ingredients incorporated in your product:

Recipe
Please include ingredients and weights and volumes used. Be specific as possible (including brand of ingredient when necessary and preparation of ingredient, i.e minced garlic or sugar). Each component should be a separate recipe.

Cost Analysis:

Attach Nutrition Facts Label for whole entrée:

Include cost per serving, edible portion etc. For help with cost analysis or Nutrition Facts label, please contact Lauren Tamamoto at lauren.tamamoto@hawaii.edu or (808)734-9593 at the Culinary Innovation Center.

Any other additional information:

About Me:
1-2 paragraphs about yourself (why you entered the contest, major, future plans). This information will be provided to media outlets if you are a finalist or winner of an award.