

How to Enter this Year's competition

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TOQUE D'OR® 2027

ENTRY CHALLENGE BRIEF

COMPETITION THEME

TOMORROW'S TABLE

Using the trends of today to shape the menus, drinks, service and experiences of tomorrow.

DESIGN THE STREET-FOOD CONCEPT OF TOMORROW

Hospitality is changing. Customers want food, drinks and experiences that are exciting, convenient, sustainable, visually appealing and worth sharing.
Your challenge is to use a trend of today to create a street-food concept for tomorrow.

YOUR CHALLENGE

Create a named street-food stall, food truck, coffee cart or festival concept. Back of House students will create a street-food dish. Front of House students will create a coffee based mocktail. Both will pitch the concept as if speaking to a customer at the stall.

Your concept should be



1. Exciting, innovative and memorable.
2. Sustainable and considerate of waste.
3. Practical for a busy street-food or festival environment.
4. Visually attractive and relevant to a clear target customer.
5. Clearly connected to Tomorrow's Table.

ELIGIBILITY

WHO CAN ENTER

Back of House and Front of House students studying at Levels 2, 3 or 4 at a UK & Ireland Further Education college, or the equivalent Levels 5, 6 or 7 in Scotland, can enter. Apprentices are not eligible. Students of any age may submit an entry, but only those aged 18–25 on 15 March 2027 can progress to the National Heats and later stages. Students eligible on that date remain eligible throughout the competition, even if they turn 26 afterwards.

Before creating your entry, decide

1. The name and story of your stall or cart.
2. Your target customer.
3. The trend that inspired you.
4. What makes the dish or drink different.
5. How you will attract customers and make the experience memorable.

Information for back of house students

FUTURE STREET-FOOD DISH CHALLENGE

COLLEGE DELIVERY

The task must take place at college under the supervision of a lecturer. Nestlé Professional products will be delivered to the college and distributed by the lecturer. Delivery dates will be confirmed.

Create one portion of a future-focused street-food dish that is full of flavour, attractive to customers and practical to prepare and serve in a busy street-food environment.



Products you must use

Use at **least TWO** different MAGGI® products from the supplied range:

1. MAGGI® Indian sauces: Masala Chilli, Tamarind or Hot & Sweet Sauce.
2. MAGGI® Coconut Milk Powder.
3. MAGGI® Rich & Rustic Tomato Sauce

IMPORTANT

Both MAGGI® products must make a meaningful contribution to the recipe. Think about how each product adds flavour, texture or consistency.

Information for back of house students

FUTURE STREET-FOOD DISH CHALLENGE

Your dish should demonstrate

1. **Creativity**, strong flavour and visual appeal.
2. A clear **connection** to a current food or customer trend.
3. **Suitability** for takeaway or festival-style service.
4. **Speed**, consistency and ease of service.
5. **Thoughtful** use of ingredients and reduced waste.
6. A **clear and memorable** customer proposition.

Keeping the challenge fair

Creativity should come from flavour, technique, presentation and concept, rather than expensive ingredients. **Plant-forward dishes** and affordable, **responsibly sourced proteins are encouraged.** Suggested options include chicken, eggs, pulses, beans, tofu, mushrooms and responsibly sourced fish. Students are also encouraged to explore underused cuts of meat and nose-to-tail cooking, which can be sustainable, affordable and rich in lean protein or other nutrients. **High-cost luxury ingredients are discouraged.**



Information for back of house students

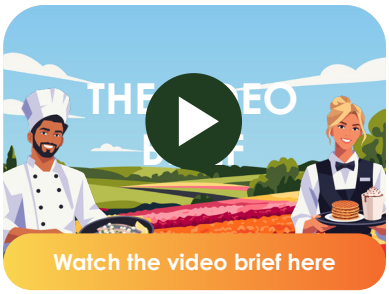
WHAT YOU NEED TO SUBMIT

1. **Finished dish photograph:** Submit one clear, sharp and well-lit image of the complete dish exactly as it would be served to a customer. The full dish, vessel and garnish must be visible and in focus. Use a clean, uncluttered background, avoid shadows, glare, blur and distracting items, and check that the colours and presentation are represented accurately.
2. **Mise en place photograph:** Submit one clear, sharp and well-lit image showing every ingredient, garnish and MAGGI® product used. Arrange items neatly on a clean, uncluttered background, with labels visible where relevant, and ensure nothing listed on the recipe sheet is missing.
3. **Recipe sheet:** Include all of the following:
    1. Dish names.
    2. Number of portions.
    3. Every ingredient with exact quantities and units of measure, including both MAGGI® products.
    4. A clear step-by-step method.
    5. Estimated preparation time.
    6. Garnish and serving description.

    The recipe sheet must match the photographs and video.
4. **Concept summary:** Maximum 250 words. Address every point:
    1. Stall, truck or concept name and story
    2. Target customer
    3. Inspiration
    4. Current trend used
    5. What makes the dish special
    6. The role of each MAGGI® product
    7. Sustainability and waste-reduction choices
    8. How it would work in a busy street-food or festival setting
    9. The intended customer experience
    10. How the concept represents Tomorrow's Table.
5. **Video pitch:** Record a 30–60 second customer-facing pitch Speak directly to the camera and show your passion and motivation. Your message must be clear, audible and easy to understand, with minimal background noise, and the video must stay within the time limit.

    Answer all four questions:
    1. What is the dish?
    2. What makes it special?
    3. Why should the customer choose it?
    4. How does it represent Tomorrow's Table?

    Extra marks may be awarded for thoughtful production values that strengthen the pitch, such as accurate subtitles, a suitable and tidy background, effective framing and lighting, and relevant props. Production choices should support, not distract from, the message.



Information for front of house students

COFFEE MOCKTAIL CHALLENGE

COLLEGE DELIVERY

The task must take place at college under the supervision of a lecturer. NESCAFÉ® Liquid Concentrate Unsweetened will be delivered to the college and distributed by the lecturer. Delivery dates will be confirmed.



Create a future-focused, non-alcoholic coffee mocktail using **NESCAFÉ® Liquid Concentrate Unsweetened.** The drink should be designed for a coffee cart, festival, street-food or food-market environment.



THIS IS A MOCKTAIL CHALLENGE

Create an original alcohol-free serve, not a standard iced coffee. Coffee should remain recognisable within the finished drink.

Your coffee mocktail should demonstrate

1. **Balanced** flavour and creative use of coffee.
2. A clear **connection** to a current drink or customer trend.
3. **Simple** preparation and quick, consistent service.
4. **Strong visual** appeal and suitability for social sharing.
5. A **practical** vessel and garnish for takeaway service.
6. **Thoughtful** use of ingredients, packaging and waste.
7. A **memorable** customer experience for a clear target audience.

Information for front of house students

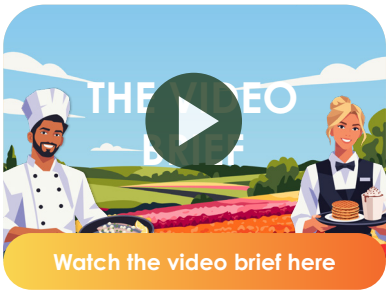
WHAT YOU NEED TO SUBMIT

1. **Finished drink photograph:** Submit one clear, sharp and well-lit image of the complete mocktail exactly as it would be served to a customer. The full drink, vessel and garnish must be visible and in focus; use a transparent vessel where possible. Use a clean, uncluttered background, avoid shadows, glare, blur and distracting items, and check that the colour, layers and presentation are represented accurately.
2. **Mise en place photograph:** *Submit one clear, sharp and well-lit image showing every ingredient, garnish and item of service equipment used. Arrange items neatly on a clean, uncluttered background, with labels visible where relevant, and ensure nothing listed on the recipe sheet is missing.*
3. **Recipe sheet:** Include all of the following:
    1. Drink name.
    2. Number of serves.
    3. Every ingredient with exact quantities and units of measure, including NESCAFÉ® Liquid Concentrate Unsweetened.
    4. A clear step-by-step method.
    5. Estimated preparation time.
    6. Garnish, vessel and service description.

    The recipe sheet must match the photographs and video.
4. **Concept summary:** Maximum 250 words. Address every point:
    1. Stall, truck or concept name and story.
    2. Target customer.
    3. Inspiration.
    4. Current trend used.
    5. What makes the drink special.
    6. How coffee is used and remains recognisable.
    7. Sustainability, packaging and waste-reduction choices.
    8. How it would work in a busy street-food or festival setting.
    9. The intended customer experience
    10. How the concept represents Tomorrow's Table.
5. **Video pitch:** Record a 30–60 second customer-facing pitch. Speak directly to the camera and show your passion and motivation. Your message must be clear, confident, audible and easy to understand, with minimal background noise, and the video must stay within the time limit.

    Answer all four questions:
    1. What is the drink?
    2. What makes it special?
    3. Why should the customer choose it?
    4. How does it represent Tomorrow's Table?

    Extra marks may be awarded for thoughtful production values that strengthen the pitch, such as accurate subtitles, a suitable and tidy background, effective framing and lighting, and relevant props. Production choices should support, not distract from, the message.



Information for students and lecturers

HOW THE ENTRY STAGE WILL WORK

1. Lecturers register eligible Level 2, 3 and 4 students through the official registration process.
2. Nestlé Professional products are delivered to the college and distributed fairly by the nominated lecturer.
3. All practical work is completed at college under lecturer supervision and in line with college food-safety, allergen and health-and-safety procedures.
4. Lecturers confirm that each submission is the student's own work and that the recipe, photographs and video match the entry.
5. Students upload all required files using the official online entry link by the published deadline. A complete entry is mandatory. Entries missing any required item will not be considered for judging.

COMPLETE ENTRIES ONLY

Every required item must be submitted: finished product photograph, mise en place photograph, complete recipe sheet, concept summary and video pitch. Entries with missing, incomplete, unreadable or inaccessible files will not be considered for judging.

Lecturers checklist

1. Confirm eligibility.
2. Register students.
3. Receive and distribute products.
4. Supervise the task.
5. Follow allergen and food-safety controls.
6. Confirm the work is the student's own.
7. Check that every required item is complete, opens correctly and is submitted before the deadline.

INGREDIENT SUPPORT

Nestlé Professional will reimburse the college £7.50 for each complete Back of House or Front of House student entry submitted. This contribution is intended to support the purchase of the additional food and drink ingredients needed for the entry challenge. Once entries have closed and judging is complete, our agency partner will contact the nominated lecturer to arrange payment.

Information for students and lecturers

Back of House judging criteria

Criterion	Weighting
Video pitch: complete answers, passion and motivation, clear customer message, direct-to-camera delivery, audibility, timing and production values	20%
Customer appeal and visual presentation shown in the photographs	20%
Creativity and connection to Tomorrow's Table	20%
Recipe clarity and meaningful use of MAGGI® products	15%
Sustainability and responsible use of ingredients	15%
Practicality for street-food service	10%



Information for students and lecturers

Front of House judging criteria

Criterion	Weighting
Video pitch: complete answers, passion and motivation, clear customer message, direct-to-camera delivery, audibility, timing and production values	20%
Customer appeal and visual presentation shown in the photographs	20%
Creativity and connection to Tomorrow's Table	20%
Recipe clarity and use of NESCAFÉ® concentrate	15%
Sustainability and responsible service choices	15%
Practicality, speed and consistency of service	10%

