



## YOUNG PEA CHEF OF THE YEAR 2018

### COMPETITION INFORMATION

#### **What is Britain's Young Pea Chef of the Year?**

The Yes Peas! campaign, which represents the UK pea vining sector, has joined forces with The Ocado Foundation, to challenge budding young chefs to develop a healthy and delicious recipe using peas as the main ingredient.

The Young Pea Chef of the Year 2018, *in association with The Ocado Foundation*, will be the creator of the most interesting and delicious recipe, which includes the Great British Pea as star of the show. It can be a starter, main, dessert or quick and easy snack.

#### **When does the competition open and close?**

The competition opens on 12<sup>th</sup> February 2018 and closes on 15<sup>th</sup> June 2018.

#### **How do I enter my child or pupils?**

Competition entrants must enter one of the three categories (primary school children up to year six, secondary school children in Year 7 – 8 and Year 9 – 11) and will need to produce a recipe which is an inventive or imaginative as they can.

There are no strict rules as to which ingredients you use and you may use as many or as little as you like - all we ask is that you use peas as the main ingredient. Parents/guardians and friends can help!

Entries must include a brief list of ingredients, cooking method and a photo or video of the aspiring young pea chef with their completed recipe.

You can submit your entry via this link: <https://form.jotformeu.com/80392697479374>

### **What is the competition judging process?**

The competition will close for entries on 15<sup>th</sup> June 2018, when a panel of judges, including TV chef Rachel Green, Suzanne Westlake Head of Corporate Responsibility at online supermarket Ocado, and representatives from The British Growers Association, Birds Eye, Fen Peas and Greenyard will shortlist five worthy Young Pea Chefs from each category to go through to the final.

In the final, the Great British public will then vote for their favourite recipe and finalists can take to their schools, families and after-school clubs to raise votes. The finalist from each category with the most votes will win the acclaimed title of 'Young Pea Chef of the Year 2018'.

### **How do I vote?**

Voting will open 12<sup>th</sup> February 2018 and you can vote for your favourite chef from each category via [Yes Peas Facebook](#) page.

### **When will the winner be announced?**

The winners will be announced on 20<sup>th</sup> June 2018.

### **What is the prize?**

The Ocado Foundation will be offering each winning child a £500 donation for their school to fund 'Grow-Your-Own' projects as well as a personalised cooking hamper for the winning chef worth £50. The winner and runners up will also be featured in a Yes Peas! recipe book which will be distributed nationwide.

### **Contact details:**

If you have any further questions or have any technical difficulties, please contact Milly Rose or Lucy Hughes at [yespeas@hatchpr.co.uk](mailto:yespeas@hatchpr.co.uk) or call 0113 361 3600.

### **Quick overview of competition process:**

1. Submit your recipe
2. Judging panel will pick 5 finalists per category
3. The final – the public will vote for their favourite recipe
4. The recipe with the most votes is crowned Young Pea Chef of the Year 2018!

### **Terms and conditions:**

- The competition is open to one of the three categories - primary school children up to year six, secondary school children in Year 7 – 8 and Year 9 – 11. The competition is open to UK residents only
- Closing date for entries is Friday 15<sup>th</sup> June 2018. Entries received after this date will not be accepted
- Finalists will be chosen by a panel of judges, including TV chef Rachel Green, Suzanne Westlake Head of Corporate Responsibility at online supermarket Ocado, and representatives from The British Growers Association, Birds Eye and Greenyard will shortlist five Young Pea Chefs from each category to go through to the final
- The Ocado Foundation will be offering each winning child a £500 donation for their school to fund 'Grow-Your-Own' projects as well as a personalised cooking hamper for the winning chef worth £50
- The three winner and 12 runners up will be featured in a Yes Peas! recipe book which includes many creative recipes, and will be distributed nationwide
- By entering this competition, you are agreeing for your recipe and associated photo and video collateral to be included in PR materials
- By entering this competition, you may be asked to take part in media / press activity.
- By entering this competition, you are giving permission for your recipe to be included in the Young Pea Chef of the Year recipe book which will be distributed nationwide
- This competition is designed to inspire young people to cook with healthy and nutritional ingredients, and we therefore ask that, while adult supervision is required, the final submission is the entrant's own.