

## CREATE A SUSTAINABLE BUSINESS PREMIER DISH – ENTRY BRIEF

### INTRODUCTION

Climate change and greenhouse gas (GHG) emissions are among the greatest challenges facing the world today. It's estimated that food systems emissions contribute 25-28% of total GHG emissions and livestock production is responsible for 18% of GHG emissions, making this an important environmental issue.

At Eurostar we're committed to sustainable food and have been working closely with our Culinary Director for Business Premier, Raymond Blanc OBE and our suppliers to reduce the environmental impacts associated with our on board meals. It's also important to us that young people are passionate about sustainable food too.

We're pleased to launch a new partnership with three leading environment and sustainability organisations – GoodPlanet Foundation, GoodPlanet Belgium and Young People's Trust for the Environment (YPTE) and Raymond Blanc OBE to offer an exciting opportunity for young people in the UK, France and Belgium. Our unique competition offers young people the opportunity to develop a sustainable dish to be served on board Eurostar in Business Premier, our most prestigious class of service.

**The competition is open to all students from the age of 15 to 19 years old in the UK, France and Belgium. This can be as individuals or through their respective schools, colleges or youth groups.**

### THE PRIZE

Shortlisted applicants from each country will be invited to an exclusive awards ceremony, giving the opportunity to meet the expert judges and other young people from the UK, France and Belgium championing sustainable food. The awards ceremony will culminate with the announcement of the winning dish.

The winning dish will be served on board Eurostar in Business Premier, on the Spring-Summer rotation in April 2018. The winning young person and details of their dish will be featured on the menu so that Business Premier passengers can understand the inspiration and vision as they savour the dish.

The winner, runners-up and their dishes will also be featured in our award-winning on board magazine, Metropolitan. This will highlight the creativity and passion of the shortlisted entries and promote the importance of sustainable food to our passengers.

### HOW TO ENTER

- Applications must be made using the 'Create a Sustainable Business Premier Dish Application Form' – entries not made using this form will not be considered.
- The design brief below should be considered to ensure the entry meets the requirements of the competition.
- Entries must be sent to [community&environment@eurostar.com](mailto:community&environment@eurostar.com) by **Friday 8 September 2017**.
- Please send any questions or queries to [community&environment@eurostar.com](mailto:community&environment@eurostar.com) and we will endeavour to answer them as soon as possible.

## THE DESIGN BRIEF

The competition is to design a hot, main meal dish to be served in Business Premier on board Eurostar. This dish can be a meat, fish or vegetarian dish to be served as either lunch or dinner.

The dish you design will need to be sustainable and endorsed by Michelin starred chef, and Eurostar Culinary Director for Business Premier and President of the Sustainable Restaurant Association (SRA), Raymond Blanc OBE. He is a champion of young people and healthy, sustainable cooking. He has been working with Eurostar for five years to design imaginative dishes for our influential and well-travelled Business Premier passengers.

The collaboration with Raymond Blanc OBE has set a new benchmark for high quality service and further inspired Eurostar to embrace the very best in ethical standards. This has resulted in Eurostar being accredited with a 2-star rating from the SRA, Food Made Good programme.

Dishes will be assessed on the following characteristics:

1. Design and visual appearance
2. Flavour
3. Sustainable sourcing and local, seasonal ingredients
4. Health benefits

### 1. DESIGN AND VISUAL APPEARANCE

- Design and presentation are very important; the dish must look visually appealing to our discerning Business Premier passengers.
- The dish should be a classic with a modern twist, simplicity is very important.
- Dishes should be 200g.
- The dish must be able to be cooked and prepared in advance and reheated on the train. Reheating will be 200°C for 15 minutes or 180°C for 20 minutes.
- Dishes should be designed with a production plus two day shelf life.
- The dish should be designed to be served in the Eurostar serving dishes (see pictures and measurements in section 5) and to be visually appealing, but cannot be over-minimalist.
- The dish will be covered with a foil after preparation and therefore the dish should be approximately 35mm in height (to avoid damage during transportation and reheating).

### 2. FLAVOUR

- We enjoy creating dishes with a memorable flavour for our passengers.
- Dishes should be delicious and have a well-defined flavour.
- Dishes should be classic with a modern twist and the flavour should aim to draw on elements of Eurostar's destinations.
- The flavour should be memorable and the core ingredients should have mainstream appeal (see ingredients guidance for more details).
- Good seasoning and fresh herbs and spices can add depth and flavour but be careful not to overwhelm the dish.
- Not only is flavour important but textures are an important part of the taste experience too.

### 3. SOURCING AND INGREDIENTS

#### SOURCING

- It is essential that the produce selected for recipes has not been derived from intensive farming.
- The main ingredients should be sourced locally. This means they should be able to be sourced from a 50 mile radius from your location or 100 mile radius from London, Paris or Brussels.
- The rest of the ingredients should be (in order of preference):
  - Regionally sourced
  - Nationally sourced
  - Sourced in adjacent countries (and shipped by road or sea)

#### SEASONAL

- Everything used should be in season, please note that the ingredients will be used on board between Spring-Summer and therefore this should be considered in the design.

#### SUSTAINABILITY

- Ingredients should be available from sustainable sources, these websites can provide guidance on this: [sustainweb.org/sustainablefood](https://sustainweb.org/sustainablefood).
- Ingredients used should be free from GMO, free range and organic where possible (please note that higher levels of organic content will be more favourably judged).
- Ingredients not able to be sourced from Europe should be Fairtrade or Rainforest Alliance certified.

#### INGREDIENTS

- The main dish of either meat or fish should consist of 80g Protein, 60g Carbohydrates, 40g Vegetables and 20g Sauce.
- A vegetarian main dish should contain a source of protein and no animal-by-products eg. rennet or gelatine. Vegetarian dishes should feature a 'hero' vegetable which acts as a central element to the dish.
- Ingredients should be carefully selected for interest and to appeal to a wide audience. Therefore the following ingredients are excluded; foie gras, caviar, truffles, shellfish (including lobster, crab, oysters, prawns, scallops etc).

#### FISH

- When designing a fish dish, the fish should be the main element of the dish, but is not required to be the only source of protein in the dish.
- Only indigenous species or MSC-certified fish should be considered.
- No endangered species as agreed by the Marine Conservation Society ([mcsuk.org](https://mcsuk.org)) and no fish rated as 4 or 5 in 'Fish to Avoid' by the Marine Conservation Society according to Fishonline rating ([fishonline.org](https://fishonline.org)) or getting a red label in GoodPlanet's 'Planet Ocean' App-based on Seaweb Europe's Species Guide.

#### MEAT

- When designing a meat dish, the meat should be the main element of the dish, but is not required to be the only source of protein in the dish.
- Meat should be naturally fed only and our preference is for free range.
- Meat should not contain any bones or skin.

#### EGGS

- Free range eggs and egg-based products whenever possible.
- Eggs from hens that are reared in a humane and sustainable way.

#### FRUIT AND VEGETABLES

- Fresh rather than frozen.
- Ingredients imported from outside Europe should be Fairtrade or Rainforest Alliance.
- A varied range of fruit and vegetables should be used, and if included in a vegetarian dish, there should be a 'hero' vegetable.

#### 4. HEALTH BENEFITS

We design our dishes to ensure they meet the healthy expectations of our passengers:

- Ingredients such as salt, sugar, butter and cream should be minimised.
- Consideration should be given to the cooking style to promote healthy living.
- Large areas of fat on meat should be avoided.
- Dishes should be nutritious, balanced and appropriate for the time of day and season.

#### 5. DETAILS OF SERVING DISHES

Your dish must be designed to be served in the existing Eurostar crockery as shown in the photographs below:



External Dimensions: 17 x 9.5 x 2.8cm. Internal Dimensions: 15.8 x 8.5 x 2.0cm.

#### 6. RESOURCES

Below are a list of resources you may wish to consult for your application, however this is not exhaustive:

Sustainable Restaurant Association: [thesra.org/](https://thesra.org/)

Marine Conservation Society: [mcsuk.org](https://mcsuk.org)

FishOnline: [fishonline.org](https://fishonline.org)

SeaWeb Europe: [seaweb-europe.org/?lang=fr](https://seaweb-europe.org/?lang=fr)

Sustain: [sustainweb.org/sustainablefood](https://sustainweb.org/sustainablefood)

GoodPlanet: [goodplanet.org/](https://goodplanet.org/)

Young Peoples Trust for the Environment (YPTe): [ypte.org.uk/](https://ypte.org.uk/) in particular the sustainable food information:  
[ypte.org.uk/lesson-plans/food-fairtrade](https://ypte.org.uk/lesson-plans/food-fairtrade)

[ypte.org.uk/lesson-plans/food-farming-and-the-environment](https://ypte.org.uk/lesson-plans/food-farming-and-the-environment)

[ypte.org.uk/lesson-plans/food-food-miles](https://ypte.org.uk/lesson-plans/food-food-miles)

[ypte.org.uk/lesson-plans/food-food-waste](https://ypte.org.uk/lesson-plans/food-food-waste)

[ypte.org.uk/lesson-plans/food-packaging-and-recycling](https://ypte.org.uk/lesson-plans/food-packaging-and-recycling)

[eurostar.com](https://eurostar.com)