



RULES

After learning more about the Montana Beef Council and our flagship website, BeefItsWhatsForDinner.com, your team will be ready to compete in the Cooking Challenge! The BeefItsWhatsForDinner.com website will be a great resource as you navigate the challenge, but feel free to use other resources as well!

✓ **AHEAD OF TIME**

Students will divide into teams. Each team should review the ROLES and designate team members to fulfill all the roles and responsibilities.

GAME ON!

✓ **DRAW FOR MEAL TYPE: 3 MINUTES**

Each team will draw to determine which meal type they will prepare (i.e. Breakfast, Snack, Dinner).

✓ **SELECT RECIPE, MAKE GROCERY LIST, KNOW YOUR ROLES: 5 MINUTES**

Make sure everyone knows their roles! Open the cooler and check out what's inside! Each team will select a BeefItsWhatsForDinner.com recipe that matches their meal type. After selecting the recipe, create a grocery list to select the proper items from the "pantry."

✓ **GET TO WORK: 30-45 MINUTES**

Go team! Each team will prepare their chosen meal. Teams must prepare 3 plated meals for the judges and at least 2 extra plates for the team to sample. The turn-in time/presentation will be staggered for each team. Each team will have a maximum of 5 minutes to present.

Turn-in times are as follows:

11:50 Appetizer team present

11:55 Breakfast team present

12:00 Lunch team present

12:05 Dinner team present

✓ **DOUBLE CHECK AND CLEAN UP: 15-25 MINUTES**

If you have finished your task, look around for ways to help your team. Help out your team by cleaning up as you go.

SCORE!

Teams will be judged based on their Meal and their Roles. Meals will be scored on flavor/taste, presentation, and creativity. Roles will be scored based on completion of the responsibility. There are potential bonus points in each role so read carefully!



COOKING CHALLENGE ROLES

- **COOK-** As the cook(s), you will be responsible for preparing and plating the meal. You will need to work with the rest of the team to help communicate the dish and showcase the meal as necessary for promotion, etc. and ensure the meal is plated on time.

Bonus point- Order up! Get creative and incorporate the mystery ingredient into your meal.

- **NUTRITIONIST-** As the nutritionist(s), you will be responsible for determining the nutritional value of the meal (per serving), including the calories, total fat, protein, carbohydrates, and fiber, plus any other significant nutrition information.

Bonus point- Offering suggestions for ways to increase the nutritional value of the recipe (i.e. decrease calories, increase protein, gluten free, etc.) will be a great addition to your presentation.

- **ECONOMIST-** As the economist(s), you are responsible for determining the cost per serving of the meal as well as any other relevant or helpful information to the other team members for presenting the meal.

Bonus point- Keeping the team on time will be critical! You are responsible for keeping the team on time and specifically ensuring the final presentation is 5 minutes or less.

- **MARKETER-** As the marketer(s), you are responsible for developing marketing materials around the meal. This will include a 100-word description of the meal that also incorporates the nutrition and cost per serving. This could include a logo or brand, a fancy name or catch phrase, a hashtag, assistance with presenting the meal to the judges.

- **PUBLIC RELATIONS-** As the public relations specialist(s), you are responsible for raising positive awareness around your meal and team. It is your role to be the storyteller and document your full team's progress throughout the competition. This could include a social media presence, fun facts about beef, cattle and/or the dish being prepared, assisting the Marketer in developing the meal description, and assisting in presenting the meal to the judges.

Bonus point- Stay social! Create content for a post in the school app, including 4 pictures and a short description. This is a great way to share the experience with your community.

- **PRESENTER-** Each team will be responsible for designating the person(s) to make the final presentation to the judges.