



Judging Guidelines

Time/ease of preparation

- How easy is it to prepare and serve the product?

Product appearance before cooking/serving:

- Does the product look attractive?
- Would you buy it?

Served product appearance prior to eating:

- Do you want to eat the product?
- Does it have an attractive appearance?

Taste/Flavour:

- Does the product have a good acceptable flavour?
- Is the taste/flavour characteristic of the product? For example – curry

Texture:

- Any toughness or tenderness problems?

Smell:

- Does the product have an appealing aroma/
- Is the smell characteristic of the product? For example – lemon/mint

Packaging and Presentation:

- How well has the product been presented to the customer?
- Is the packaging good, could it be improved in anyway?

Originality or innovation:

- What makes the product original/unusual? For example – microwaveable?

Price/Value:

- Is the price shown/supplied? Can the product be regarded as good value or priced according to its target market (ie. premium market, value market etc.)?