



## **HOPE Collaborative Is Excited To Announce The Healthy Corner Store Chef Challenge and Event!**

### **Challenge Guidelines**

#### **What is the Chef Challenge?**

We are calling on all professional and community chefs and cooks to contribute to innovative food access work in Oakland. We invite Chefs to create recipes for dishes to serve at corner store delis in East and West Oakland at a <\$5 price point (\$5-7 also accepted but the emphasis is on lower priced items). These corner stores participate in HOPE Collaborative's Healthy Corner Store Project and are committed to providing healthier and fresher options for the community. We will be reaching out to local press to help promote the Healthy Corner Store Project and the Chef Challenge. All entries will be showcased at a Chef Challenge Event on **Monday, October 5th** and select entries may be featured in an upcoming HOPE Collaborative Healthy Corner Store Cookbook.

#### **About HOPE Collaborative**

HOPE Collaborative is a group of public agencies, community-based organizations, and Oakland residents working together to promote the health and well-being of families and youth in Oakland. HOPE's mission is to create community driven and sustainable environmental change that will significantly improve the health and wellness of Oakland's flatland residents most impacted by social inequities. With this project, HOPE is working to bring attention to the lack of healthy options in local corner stores and harness the creativity and energy of local chefs to help create exciting dishes to sell at a price that is affordable to the community.

#### **Why Participate?**

There are so many talented chefs in the Bay Area, and this contest is an amazing opportunity for more Oakland residents to have access to delicious, freshly prepared food, right in their neighborhoods. Chefs can feel good about giving back to the community and more people can eat and enjoy their food. The more chefs that participate, the greater chance that the Chef Challenge/Event can attract media attention to help raise awareness around issues of food access in the East Bay and beyond. Chefs/restaurants may enter on their own or can opt to be partnered with local up and coming community chefs to create their dishes. Please support us on Facebook here: <https://www.facebook.com/HOPEChefChallenge!>

#### **Contest Guidelines**

Chefs will create one or more dishes to enter in one of five categories.

1. Sandwich, wrap, or panini
2. Salad (side/main)

3. Smoothie or juice
4. Soup or stew
5. Bowl (e.g. rice bowl or noodle bowl)

To enter, please fill out our Healthy Corner Store Chef Challenge Recipe Submission Form here: [www.tinyurl.com/HOPEChefChallenge](http://www.tinyurl.com/HOPEChefChallenge) Fill out the form no later than **Wednesday, September 30th at 5pm**. Any recipes entered in the Challenge may appear in a HOPE Collaborative Healthy Corner Store Cookbook. Featured dishes will be attributed to the chefs who created them. All recipe entries will be considered donations and become the property of HOPE Collaborative, a project of Tides Center.

### **Chef Challenge Event**

On Monday, October 5, from 5-8pm, HOPE Collaborative will host a Chef Challenge event at the Humanist Hall (390 27th Street, Oakland), where participating chefs will present their dishes. The fun, community event will be emceed, with music, drinks, and short program. Prior to arrival at the event, each chef will prepare 100 'tastes'/samples of their entry for a 100-150 person crowd. \*\*A \$50 stipend per dish will be provided to each chef who participates in the event, to cover the cost of ingredients, or you may waive the stipend.\*\* We will provide compostable plateware, cups, and utensils, but please bring your own servingware. The audience will be HOPE members and supporters and the greater Oakland community, many of whom are excited about Oakland's local food scene. The audience will taste the food and vote on their favorite entries. Entries will also be rated by a panel of judges, comprised of local chefs, community members, and HOPE partners, who are knowledgeable and familiar with the food prep needs and customer preferences of the partnering corner stores. At the end of the night, awards will be given to recognize stand out submissions, based on audience and panel votes.

The panel will judge entries based on these criteria:

- Ease of replication at corner store delis by deli staff. That includes stores' ability to source same or similar ingredients and feasibility of preparing the recipe with equipment that does not require a hood - this may include a baker's pride oven, induction burner, panini press, soup warmer, and other equipment you identify.
- Appeal to residents who live near HOPE's corner stores (demographic data available on request)
- Meets HOPE Collaborative's "Health and Sustainability Guidelines for Prepared Foods" (ie no deep fried menu items, local sourcing when possible) featured at the end of this document.
- Can be sold for <\$5 or \$5-7, with higher points for lower priced items

### **Bringing The Recipes To The Community**

Based on audience and panel feedback at the event, HOPE will select recipes to pilot in corner stores during the month of October 2015. Winning chefs will be asked to teach corner store deli staff how to prepare the dish, requiring about 2-4 hours of time.

HOPE Collaborative will hold small 'tasting' events at the corner stores to let residents who live near the stores sample the options. Winning chefs are encouraged to attend these events but are not required to do so. Stand out dishes and stories will be shared with the HOPE Collaborative and greater event audience, and all dishes made at the corner stores will be attributed to winning chefs. Any of the recipes submitted and included in the Cookbook may also be prepared by corner store delis at a later time.

Any questions? Please contact Lauren at [lauren@hopecollaborative.net](mailto:lauren@hopecollaborative.net) or 847-606-0744.



### **Health and Sustainability Guidelines for Prepared Foods**

- Preference for locally and sustainably produced ingredients. Local is defined as within 200 miles.
- Preference for local and independently owned and operated vendors (Oakland based when available).
- Preference for suppliers that provide traceability
- All menu items to feature minimally processed ingredients
- No deep-fried menu items
- Recommend a rotating “Seasonal” menu item that features local and seasonal produce
- All menu items must contain at least one fresh fruit or vegetable ingredient
- 30% of sandwich menu items must be served on whole grain bread OR all sandwiches must come with a whole grain bread option
- Always offer a vegetable salad option (potato salad does not count)
- No hydrogenated oils or high fructose corn syrup
- No trans fats
- Antibiotic and hormone-free meats when available and price-competitive (within 15%)
- Antibiotic-free, hormone-free, and cage-free eggs
- Poultry varieties should be top Select grades
- All beef should be Select and Choice grades
- When using ground beef, use lean (90% lean, 10% fat)
- Grass-fed beef when available and price competitive
- Low sodium meats and condiments when available
- Low sugar items
- Nitrate-free meat when available and price-competitive (within 15%)
- Organic produce when available and price-competitive (within 15%)
- No added hormones and no rGBH and rBST for dairy products
- Avoid GMO products
- Avoid food coloring
- No preservatives and stabilizers
- Avoid dough conditioners

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