



The Pie Factory Cuisine Team Events

- Team Focus:** Budget control
Marketing
Presentation
- Numbers:** 10 – 100 participants
- Location:** Indoors
- Times:** 1 ½ to 3 hours

The Objectives:

- To stimulate creativity and thinking.
- To encourage more ideas, adaptations and innovations.
- To demonstrate the value of group effort.
- To improve culinary skills.

“Teams have to create a new and unique pie brand from concept to producing the actual dish. There is something for everyone in this hands-on ‘cooking’ challenge.”

Overview:

The Pie Factory challenge is a fantastic event that compels participants to combine their culinary skills with their entrepreneurial flair. The objective is for teams to concoct a completely original pie creation within a limited time scale and budget. They must also create the packaging and design a marketing strategy to sell their new pie sensation to their target market.

How it works:

Teams need to plan their time carefully and watch their budget to ensure they can meet the requirements to:

- Create and make a unique pie using the ingredients provided
- Design a marketing strategy that takes into account the sector, pricing, promotion, profit and brand
- Present ideas to the judges

Results:

The end product will be scored on taste, quality, profitability, originality, teamwork, variety and effectiveness of the marketing plan. Presentations at the end of the session prove to be a hilarious and great end to a perfect team challenge.

Please note: Events will be run using either sweet OR savoury ingredients

Programme Includes:

- Professional Chef
- Experienced event manager and assistants
- Pre event planning
- Certificates in food & hygiene
- Disposable aprons & hats for all guests
- Shop area with ingredients and equipment
- Fun prizes
- £5 million public liability
- Transport & Mileage



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www.costelloevents.co.uk