



# Judging Guidelines for Product

## **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?