JUICY MARBLES HACKATHON CHALLENGE

Theme: "Rethinking food systems to meet tomorrow's consumer needs"
Industry Partner: Juicy Marbles (plant-based food)

CORE CHALLENGE
How can we develop food-related solutions that address emerging consumer needs around health, transparency, sustainability, and experience — without compromising on joy or creativity?

CONTEXT: WHY THIS MATTERS

Consumers are becoming increasingly conscious and demanding:
● They want fewer, more **recognizable ingredients** ("clean label")
● They're seeking **whole-food, minimally processed options**
● **Sustainability is expected** and no longer just a "nice to have"
● **Trust in science** and production transparency is growing — but so is **scepticism**
● They crave **positive emotional connections** with food (comfort, discovery, joy)

This challenge is not just about meat or meat alternatives — it is about rethinking what modern food can be.

OUTCOME
● A concept or prototype (can be physical, digital, or theoretical)
● 5–7 minute pitch, presenting clear rationale and future potential

WHAT WE'LL BRING TO THE TABLE
● Insights into our product development process and consumer research
● Access to some of our raw materials and side-streams
● Mentorship sessions every 3 weeks with Juicy's team

EVALUATION CRITERIA
1. Relevance to emerging consumer needs
2. Creativity and originality
3. Feasibility and scalability
4. Potential for partnership with Juicy
5. Environmental and social impact