

In Partnership with

KEPAK



TASTY CAREERS SCHOOLS CHALLENGE

A BRAND NEW WAY TO REACH TOMORROW'S TALENT

CASE STUDY

8 JULY 2026



TASTY CAREERS SCHOOLS CHALLENGE

HOW IT ALL BEGAN

The Tasty Careers Schools Challenge was launched in 2018 in Wales, and extended into England in 2023, to give young people access to the amazing food and drink industry and as a platform for personal and academic enrichment.

Launched in Wales in

2018

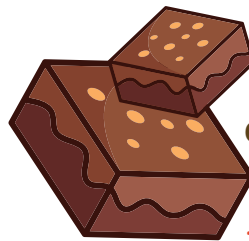


121 schools

have taken part



Over
6,000
students have
completed a
challenge



Maes y Gwendraeth school
created a **Bara Brith Brownie**,
Castell Howell (the challenge sponsor)
was so impressed with the
product, they decided to
produce it and sell it
across Wales.

OBJECTIVES OF THE TASTY CAREERS SCHOOLS CHALLENGE

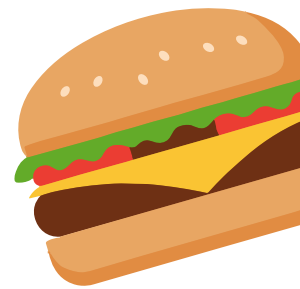
The objectives of The Tasty Careers Schools Challenge are to:

- Inspire young people across the UK to see food and drink as an exciting and rewarding career path.
- Give schools and students clear insight into the breadth of opportunities within the industry.
- Enrich the curriculum with a fun, hands-on project that adds real-world, extra-curricular learning.
- Build meaningful partnerships between schools and local/national food and drink businesses.
- Offer a flexible, project-based approach that benefits students, teachers, employers and the wider industry now and in the future.



KEPAK SPONSORED CHALLENGE

THE OVERVIEW



Kepak - the food company behind the well-know Rustlers burger brand - partnered with Tasty Careers to deliver a full day Schools Challenge at Highfield Leadership Academy in Blackpool, engaging over 100 Year 8 students across seven classes.

Although many people may not immediately recognise the Kepak name, almost everyone knows Rustlers. Leaning into this brand familiarity helped students instantly connect with the challenge and understand the scale, innovation, and real-world relevance of the brief.

The challenge invited pupils to step into the world of new product development, marketing, and commercial decision-making by designing a brand new healthy burger concept for Kepak.

The brief was deliberately ambitious:

- Create a burger that is healthy, great tasting, and innovative
- Ensure it is commercially viable
- Present a full concept including ingredients, branding, marketing, and finance

The result was a day full of creativity, confidence, and genuine industry insight, demonstrating exactly why employer led challenges are such a powerful tool for inspiring future talent.



THE CHALLENGE FORMAT



The day followed a structured timetable designed to mirror a real product development cycle. Each class worked through the four core tasks:

- **Task 1 – Job Roles:** Students assigned roles within their teams – from NPD lead to finance manager – helping them understand how different functions collaborate in a food business.
- **Task 2 – Ingredients & Product Development:** Teams developed their burger concept using Kepak’s market research, nutritional guidance, and trend insights.
- **Task 3 – Marketing & Branding:** Students created logos, packaging ideas, advertising campaigns, and brand stories.
- **Task 4 – Finance:** Teams costed their product, considered commercial viability, and justified their pricing strategy.

Throughout the day, each class was visited by Kepak experts in marketing, new product development, and finance, who delivered short presentations and supported students with real world advice.

WHAT HAPPENED ON THE DAY

The challenge began with a whole school assembly where the Tasty Careers team introduced the brief and welcomed Kepak’s mentors. Students then spent the day in their classrooms working in groups of six, supported by teachers and Kepak specialists.

The energy and creativity were exceptional. Concepts ranged from the “Saturn Burger”, complete with a signature onion ring “orbit”, to the “Yummy Burger”, a vegan friendly option served in mushroom based eco packaging. Students confidently pitched ideas, asked thoughtful questions, and demonstrated impressive entrepreneurial thinking.

Kepak’s mentors were struck by the students’ enthusiasm and the quality of their ideas – with several concepts sparking genuine interest for further exploration back at HQ.



THE CHALLENGE

WHAT IS ON THE MENU?

APPETISER: YOUR BRIEF

Welcome to the Tasty Careers Schools Challenge – where you and your team will design a brand-new HEALTHY burger for Kepak.

Before you get going, check the judging criteria so you know exactly what the judges are hungry for.

Read the brief, work as a team, and bring your best ideas to the table. Good luck!

STARTER: YOUR MISSION

Create the most innovative, exciting and commercially viable burger you can.

- ★ Kepak – a real food company – needs your help.
- ★ They want a burger that's better for people and better for the planet.
- ★ Design a Healthy Burger that hits both goals.

MAIN COURSE: YOUR CHALLENGE

You'll be working in teams and stepping into the shoes of real food industry professionals.

Your job? Create the Ultimate Healthy Burger.

Choose your protein base:

- Beef
- Chicken
- Pork
- Plant-based

Whichever you choose, your burger must:

- Be good for you
- Taste amazing
- Offer something genuinely new

DESSERT: YOUR TASKS

Task 1: Job Roles - Assign roles and work like a real product development team.

Task 2: Research & Development - Experiment, test ideas and refine your burger concept.

Task 3: Marketing - Create a brand, pitch your product and make people want it.

Task 4: Finances - Cost it out and prove your burger can succeed in the real world.



IMPACT ON THE STUDENTS

The challenge delivered meaningful outcomes for pupils, including:

- Increased confidence in presenting and working in teams
- Greater awareness of careers in food and drink, particularly after learning that Kepak is the company behind the well-known Rustlers brand
- Hands on experience of NPD, marketing, and finance
- Improved problem solving skills through a real commercial brief
- Stronger employer connection, with direct access to Kepak professionals



Teachers reported high engagement across all seven classes, with students responding particularly well to the industry involvement and the opportunity to create something tangible – especially once they realised they were designing a product for the team behind Rustlers, a brand many of them recognised.

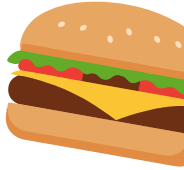
Each class then selected a winning team, which went forward to a final, judged by Kepak.



WHY **KEPAK** GOT INVOLVED



Kepak's sponsorship reflects their commitment to developing future talent and supporting local communities. By giving students access to real industry roles, challenges, and experts, Kepak helped young people see food and drink as an exciting, innovative, and rewarding career path.



Their involvement also showcased the breadth of opportunities within the sector — from product development and nutrition to branding, sustainability, and commercial strategy.

WHY OTHER BUSINESSES SHOULD SPONSOR A CHALLENGE

This challenge demonstrated the clear value of employer involvement:

- Authentic engagement with young people
- Positive brand visibility within schools and communities
- Opportunity to inspire future apprentices and employees
- A platform to showcase innovation, sustainability, and company values
- A ready made programme delivered by Tasty Careers with full support for employers

For businesses looking to strengthen their talent pipeline, raise awareness of their brand, or contribute meaningfully to education, sponsoring a Tasty Careers Schools Challenge is a high impact, low barrier opportunity.

SO THAT'S A WRAP...

The Kepak Tasty Careers Schools Challenge at Highfield Leadership Academy was a standout example of what happens when industry and education come together.

The students' creativity, the teachers' enthusiasm, and Kepak's hands on involvement created a day that was inspiring, memorable, and genuinely impactful. This is exactly the kind of experience that helps shape future careers, and there is huge potential for more businesses to get involved and help bring similar opportunities to schools across the UK.



TO FIND OUT MORE VISIT:
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