

2021

SACE Student Number – 488931R  
04.03.2021



# Meal Kits

## Performance Standards for Stage 2 Food and Hospitality – Assessment 1

Investigation and Critical Analysis	Problem-solving	Practical Application	Collaboration	Evaluation
<p><b>A</b></p> <p>In-depth investigation and perceptive critical analysis of contemporary trends and/or issues related to food and hospitality.</p> <p>Perceptive analysis of information for relevance and appropriateness, with appropriate acknowledgment of sources.</p> <p>Highly effective application of literacy and numeracy skills, including clear and consistent use of appropriate terminology.</p>	<p>Astute identification and discussion of factors involved in problem-solving related to the food and hospitality industry.</p> <p>Sophisticated and well-informed decision-making about problem-solving and implementation strategies.</p> <p>Clear and very relevant justification of decisions about problem-solving and implementation strategies.</p>	<p>Ongoing and productive implementation of appropriate techniques, and sophisticated generation and maintenance of quality control in preparing and serving food.</p> <p>Productive and efficient organisation and management of time and resources.</p> <p>Logical selection and application of the most appropriate technology to prepare and serve food.</p> <p>Sustained and thorough application of safe food-handling and management practices.</p>	<p>Initiation of ideas and procedures, display of leadership within the group, and proactive and inclusive response to members of the group.</p> <p>Proactive and focused involvement in group activities and discussions to support healthy eating practices.</p>	<p>Insightful evaluation of the processes and outcomes of practical and group activities, including their own performance.</p> <p>Sophisticated appraisal of the impact of technology, and/or sustainable practices or globalisation, on the food and hospitality industry.</p> <p>Insightful explanation of the connections between research and/or planning, and practical application.</p> <p>In-depth evaluation of contemporary trends and/or issues related to food and hospitality in a variety of settings.</p>
<p><b>B</b></p> <p>Detailed investigation and well-considered critical analysis of contemporary trends and/or issues related to food and hospitality.</p> <p>Well-considered analysis of information for relevance and appropriateness, with appropriate acknowledgment of sources.</p> <p>Effective application of literacy and numeracy skills, including mostly clear use of appropriate terminology.</p>	<p>Well-considered identification and discussion of factors involved in problem-solving related to the food and hospitality industry.</p> <p>Well-informed decision-making about problem-solving and implementation strategies.</p> <p>Mostly clear and relevant justification of decisions about problem-solving and implementation strategies.</p>	<p>Mostly productive implementation of appropriate techniques, and well-considered generation and maintenance of quality control in preparing and serving food.</p> <p>Mostly productive organisation and management of time and resources.</p> <p>Mostly logical selection and application of appropriate technology to prepare and serve food.</p> <p>Capable application of safe food-handling and management practices.</p>	<p>Initiation of some ideas and procedures, some display of leadership within the group, and thoughtful and active response to members of the group.</p> <p>Active and thoughtful involvement in group activities and discussions to support healthy eating practices.</p>	<p>Thoughtful evaluation of the processes and outcomes of practical and group activities, including their own performance.</p> <p>Well-informed appraisal of the impact of technology, and/or sustainable practices or globalisation, on the food and hospitality industry.</p> <p>Well-considered explanation of the connections between research and/or planning, and practical application.</p> <p>Well-informed evaluation of contemporary trends and/or issues related to food and hospitality in different settings.</p>
<p><b>C</b></p> <p>Competent investigation and some considered critical analysis of contemporary trends and/or issues related to food and hospitality.</p> <p>Considered analysis of information for relevance and appropriateness, with generally appropriate acknowledgment of sources.</p> <p>Generally effective application of literacy and numeracy skills, including competent use of appropriate terminology.</p>	<p>Considered identification and discussion of some factors involved in problem-solving related to the food and hospitality industry.</p> <p>Informed decision-making about problem-solving and implementation strategies.</p> <p>Generally relevant justification of decisions about problem-solving and implementation strategies, with some clarity.</p>	<p>Competent implementation of appropriate techniques, and considered generation and maintenance of quality control in preparing and serving food.</p> <p>Competent organisation and management of time and resources.</p> <p>Appropriate selection and application of technology to prepare and serve food.</p> <p>Competent application of safe food-handling and management practices most of the time.</p>	<p>Some initiative with ideas or procedures, occasional leadership within the group, and generally active response to members of the group.</p> <p>Active involvement in group activities and discussions to support healthy eating practices.</p>	<p>Considered evaluation of the processes and outcomes of practical and group activities, including their own performance.</p> <p>Informed appraisal of the impact of technology, and/or sustainable practices or globalisation, on the food and hospitality industry.</p> <p>Considered explanation of the connections between research and/or planning, and practical application.</p> <p>Informed evaluation of contemporary trends and/or issues related to food and hospitality in different settings.</p>
<p><b>D</b></p> <p>Some investigation and basic description of one or more contemporary trends or issues related to food and hospitality.</p> <p>Some consideration of information for relevance or appropriateness, with some inconsistent acknowledgment of sources.</p> <p>Inconsistent application of literacy and numeracy skills, with use of some terminology that may be appropriate.</p>	<p>Superficial identification and discussion of some factors involved in solving basic problems related to the food and hospitality industry.</p> <p>Some basic and inconsistent decision-making about problem-solving and/or implementation strategies.</p> <p>Some description and partial justification of one or more problem-solving and/or implementation strategies.</p>	<p>Basic implementation of one or more techniques, and some basic consideration of the generation and maintenance of quality control in preparing and serving food.</p> <p>Inconsistent organisation and management of time and resources.</p> <p>Identification and some application of technology that may be appropriate to prepare or serve food.</p> <p>Some endeavour to apply safe food-handling and management practices some of the time.</p>	<p>Some participation within the group, and some response to members of the group. Participation is often passive.</p> <p>Some basic involvement in group activities or discussions to support healthy eating practices.</p>	<p>Basic consideration of the processes and/or outcomes of practical and group activities, which may include their own performance.</p> <p>Superficial consideration of the impact of technology, sustainable practices, or globalisation on the food and hospitality industry.</p> <p>Some basic description of one or more connections between research and/or planning, and practical application.</p> <p>Superficial reflection on one or more contemporary trends or issues related to food and hospitality, tending towards basic description.</p>

	<b>Investigation and Critical Analysis</b>	<b>Problem-solving</b>	<b>Practical Application</b>	<b>Collaboration</b>	<b>Evaluation</b>
<b>E</b>	<p>Limited investigation or basic description of one or more contemporary trends or issues related to food and hospitality.</p> <p>Limited identification or acknowledgment of information that may have some relevance.</p> <p>Attempted application of literacy and numeracy skills, with attempted use of some basic terminology that may be appropriate.</p>	<p>Identification of one or more factors involved in solving basic problems related to the food and hospitality industry.</p> <p>Attempted decision-making about a problem-solving or implementation strategy.</p> <p>Attempted description of one or more problem-solving or implementation strategies.</p>	<p>Attempted development or implementation of a technique, and some awareness of the need for quality control in preparing or serving food.</p> <p>Limited organisation or management of time and resources.</p> <p>Limited identification or application of technology that may be appropriate to prepare or serve food.</p> <p>Emerging awareness of safe food-handling and management practices.</p>	<p>Some attempted participation in one or more aspects of group work, and occasional response to members of the group.</p> <p>Attempted involvement in one or more group activities or discussions to support healthy eating practices.</p>	<p>Attempted consideration of one or more processes or outcomes of a practical or group activity, which may include their own performance.</p> <p>Attempted description of an impact of technology, sustainable practices, or globalisation on the food and hospitality industry.</p> <p>Limited awareness of any connections between research and/or planning, and practical application.</p> <p>Some recognition of one or more contemporary trends or issues related to food and hospitality.</p>

## To what extent is the Meal Kit Industry evolving in response to the changing needs of Australians

### MEAL KITS

The Meal Kit industry, originally introduced in 2007, is now one of Australia's most popular catering industries<sup>1</sup>. This service was first developed to appeal to Australians who enjoyed homecooked meals without the hassle of shopping and preparing<sup>2</sup>. However, to what extent is this industry continuing to evolve in response to the changing needs of Australians?

The Meal Kit industry has ensured its products satisfy Australians, by incorporating fresh ingredients and healthy options. Many Meal Kit providers have begun to offer solutions for time poor Australians, such as Hello Fresh, Marley Spoon and Dinnerly, as time-efficient meals are a necessity for Australians today. For example, a study in 2007 showed the pace of life was getting significantly faster implying people were constantly short of time with researchers suggesting people are eating faster today than they were 15 years ago<sup>3</sup>. Hence, the need for a time-efficient meal is being resolved by Marley Spoon who promotes, "Saving Time in the Kitchen" and Hello Fresh with their 'Quick Meals'; Thus, the industry is responding to the needs of Australians<sup>45</sup>.

Some companies in the industry have recently adapted to offer more affordable kits and widen their appeal to consumers, one in particular being Dinnerly with their 'Most Affordable Meal Kits'<sup>6</sup>. The Meal Kit industry also offers cost efficient kits, matching the average food budget for Australians, as well as providing enough food relative to the servings ordered, ensuring wastage does not occur<sup>78</sup>. Comparatively, if consumers were to buy their own produce, the chance of over-buying, would be considerably higher<sup>9</sup>. An example of these cost-efficient meals can be seen through Hello Fresh's discounts and price deals<sup>10</sup>. Thus, the industry is evolving well but could continue to improve by constantly offering further cost-efficient meals.

<sup>1</sup> Leitech, 2020 'How Hello Fresh is growing beyond \$200 million in revenue by watching customers closely' <https://leitech.com.au/2017/11/24/meal-kit-industry/> accessed 03/03/2021

<sup>2</sup> Dan Scalco, 2019 'The history and future of meal kits' [The History & Future of Meal Kits \(foodboxhq.com\)](https://www.foodboxhq.com) accessed 04/02/2021

<sup>3</sup> Align, 2020, 'Is our pace of life getting faster' <https://aliqntoday.com/blog/is-our-pace-of-life-getting-faster/> accessed 04/02/2021

<sup>4</sup> Hello Fresh, 2021, 'Quick Recipes' <https://www.hellofresh.com.au/recipes/quick-recipes> accessed 04/03/2021

<sup>5</sup> Marley Spoon, 2021, 'Top 2018 Resolutions' <https://marleyspoon.com.au/blog/the-top-2018-resolutions> accessed 10/02/2021

<sup>6</sup> Dinnerly, 2021, 'Choose the right Meal Kit for you' <https://dinnerly.com.au/select-plan> accessed 03/03/2021

<sup>7</sup> Hello Fresh, 2021, 'Personalize Your Plan' <https://www.hellofresh.com.au/plans?featured=classic-box:classic> accessed 04/03/2021

<sup>8</sup> Birot M, 2020, 'What is the average Grocery Bill' <https://www.canstarblue.com.au/groceries/average-grocery-bill/> accessed 04/03/2021

<sup>9</sup> NBS, 2021, 'Food Waste Australian Household Attitudes and Behaviours National Benchmarking Study' <https://fightfoodwastecrc.com.au/wp-content/uploads/2020/05/NationalBenchmarkingSurvey-Final.pdf> accessed 04/02/2021

<sup>10</sup> HelloFresh, 2021, 'Save Money & Time on Your Groceries!' [https://www.hellofresh.com.au/pages/inspiration-delivered?c=MO-NRE8C&dis=communication\\_two&link\\_id=1043853098&gclid=Cj0KCQiApY6BBhCsARIsAOI\\_Gjbpei6FRg42Lm5v3t7E\\_-EVazoKaxujl1AWUOkc1gXPtDYscxTtAXsaAkQuEALw\\_wcB](https://www.hellofresh.com.au/pages/inspiration-delivered?c=MO-NRE8C&dis=communication_two&link_id=1043853098&gclid=Cj0KCQiApY6BBhCsARIsAOI_Gjbpei6FRg42Lm5v3t7E_-EVazoKaxujl1AWUOkc1gXPtDYscxTtAXsaAkQuEALw_wcB) accessed 10/02/2021

Many Meal Kit companies are also finding value in modifying their meals based on feedback from their current customers. Marley Spoon's Communication Manager Jonas Tobias states "We're focussing on changing and evolving our menu offering, based on customer feedback so we can develop the perfect menu for as many people as possible<sup>11</sup>." This shows the need for companies to know the clients' desires so they can provide appetising offers. Mr Tobias then states that Marley Spoon "focuses on specific diets, or food trends, attracting new customers" and provides "a dietary balance...each week." Thus, it is clear the industry is currently evolving to satisfy Australians' wishes, but can also continue to change to accommodate all dietary needs in the future.

Therefore, the Meal Kit industry is evolving substantially in response to the changing needs of Australians, as it does consider their preferences. These include the cost of meals based on the average weekly budget, and also focuses on creating time-efficient kits to suit Australians' needs. In the future, the industry can continue to adapt its menu so that it is easy, healthy, and appetising, thus catering for a wider clientele.

**WORD COUNT:** 490

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<sup>11</sup> Jonas Tobias, Marley Spoon, Interview, 10/02/2021

## EVALUATION – Meal Kits

**Task:** The task was to serve and present a dish suitable to be part of a Meal Kit package. The chosen dish was Chili Con Carne with Tortilla Chips.

Research prior to the practical broadened knowledge and created a deeper understanding of the most effective preparation techniques to utilize, as well as building an understanding of the consumer's wants regarding Meal Kits. Prior research regarding the tortilla chips indicated they were a two-step process. Hence, the flatbread was first mixed and fried on the stove to form wrap-like sheets before the triangles could be cut and placed in the oven to bake. Once baked, these chips were golden, firm, and had a crispy texture. A practice prior to the day revealed oil-brushed chips, took longer to bake than the plain tortillas, but did taste richer. Hence, oil-brushed chips were baked on the day and more time was allowed. Prior research indicated consumers were looking for time-efficient Meal Kits, so it was decided the tortilla chips come pre-packaged with the Meal Kit to save the consumer preparation and cooking time. It was also indicated that consumers were looking for cooked grains, beans, fresh vegetables, and cheese within Meal Kits. Thus, these were all implemented into the final dish, creating a filling, healthy meal.

Prior research regarding presentation revealed that napkins and black plates were used regularly to present the meal professionally. Thus, a black plate was reserved prior to the practical, and a colour-coordinated dish was served, as the dark red Chilli Con Carne matched the maroon napkin adding a final touch.

Prior planning ensured that the practical ran smoothly and was completed within the desired time. Photos were taken at constant intervals throughout the practical which could then be used for the recipe card. This ensured visual steps could be displayed, helping the consumer create the meal accurately for themselves. The tortillas were made on Wednesday to ensure Thursday's practical did not run overtime.

The Chilli Con Carne recipe was highlighted to emphasize the main steps and ensure the recipe was cooked correctly. Unfortunately, the recipe did not explain how to boil the rice, however previous experience meant that the rice was boiled correctly, as it was a soft texture, not crunchy or lumpy. One challenge was ensuring the Chilli Con Carne dish stayed hot whilst the rice continued to boil. At one point the Chilli Con Carne did get slightly thick, however, a small amount of water was added ensuring a more even texture.

### **Conclusion –**

In conclusion, separating the cooking over two days greatly helped with time management, keeping the meal achievable. In the future, a smaller quantity of beef would be purchased, as 200 grams was ample, and the extra 50 was not used. Overall, the dish met the set task and catered for consumers, as it was simple to make, tasted delicious, and was professionally presented.

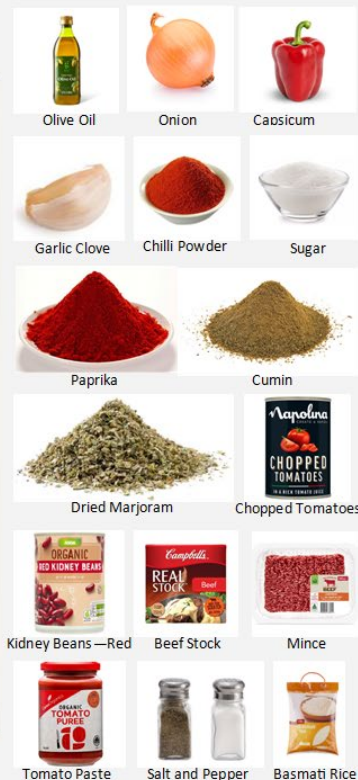
**Word Count – 484**





# Chili Con Carne with Tortilla Chips\*

## Chili Con Carne Ingredients



**DIFFICULTY LEVEL = Medium**

**SERVINGS = x2**

**TIME = 1 & 1/2 hours**

This Mexican themed dish meaning 'Chili with meat' is a spicy stew often incorporating red peppers, meat, tomatoes, beans and many spices. Originating in Northern Mexico, it is a delicious meal regularly eaten.

**Optional Toppings:** Grated Cheese, Sour Cream, Lettuce and avocado

\* Tortilla Chips come pre-made in this Meal Kit by Jess

### Quantities of Ingredients

- Oil for pan = 1/2 Tbsp
- 1/2 Onion
- 1/2 Red Capsicum
- 1x Garlic Clove
- 1 Tbsp Chilli Powder
- 1 Tsp Paprika
- 1 Tsp Ground Cumin
- 250g Lean Minced Beef
- 150 mL Beef Stock
- 200g Can of Chopped Tomatoes
- 1/4 Tsp Dried Marjoram
- 1/2 Tsp Sugar
- 2 Tbsp Tomato Puree
- 200g Red Kidney Beans
- 1 1/4 cup Basmati Rice
- Water for rice = 1 cup

### Toppings

- 20g Grated Cheese
- 2 Tbsp Sour Cream
- 1/4 Lettuce
- 1/2 Avocado



**1** Prepare vegetables. Dice onion and capsicum, The easiest way to do this is to cut it in strips and then in quarters to create thin rectangles. Finely chop up garlic clove.



**2** Place pan on stove over medium heat. Add a drizzle of oil and leave for 1-2 mins until hot. Add onion stirring frequently for about 5 mins.



**3** When fairly translucent, add garlic, capsicum, chilli powder, paprika and cumin. Stir well and then leave for 5 mins stirring occasionally.



**4** Add mince and turn heat up slightly. Break up the mince with a spoon so it is not lumpy. Keep stirring for 5 mins making sure it cooks, but doesn't burn. It should be a dull brown colour, with no pink parts. Next add the beef stock, chopped tomatoes, dried marjoram, tomato puree, sugar and salt and pepper. Stir well. Simmer gently, and put a lid on the pan. Turn down the heat until it is gently bubbling and leave for 20 mins with lid on, stirring at regular intervals.



**5** If the chili Con Carne starts to dry out, just add water and make sure the heat is low enough. After simmering gently, the saucy mix should look thick, moist and juicy. Place a saucepan on the stove and fill with required amount of water. Pour in the rice and leave to boil for about 20mins. Leave a lid on it. Once cooked, remove rice and leave to steam keeping the lid on the saucepan.



**6** Drain and Rinse the Kidney beans in a sieve and stir them into the chili pan. Bring to a boil again and gently bubble without the lid for another 10 minutes. Now turn f the heat, replace the lid and let it sit for 10 mins to diffuse all the flavours before serving.

**ADDITIONAL EXTRAS:**  
Place the pre-packaged tortilla chips alongside the dish and serve dish with chopped lettuce, avocado, sour cream and cheese.

## Assessment Type 1: Practical Activity – Meal Kits

### Student Evidence

Complete this pro forma to document your Practical Activity using dot points and/or photographs with captions.

Practical Application	Student Response
<input type="checkbox"/> Implement appropriate techniques (PA1)	
<input type="checkbox"/> Generate and maintain quality control in preparing and serving food (PA1)	
<input type="checkbox"/> Organise and manage time (PA2)	<p>To ensure the quantity of food was ordered, a food order was created and handed in prior to the practical. This ensured the food had arrived and was ready to use.</p> <p>As I was making the Chili Con Carne, and the tortilla chips, it was necessary I used two days to create the meal. The chips were made on the Wednesday and covered until I needed to use them after I had finished making the Chili Con Carne on the Thursday. This meant the meal was completed in the desired amount of time.</p> <p>Consideration was also taken when using dishes to ensure the clean up at the end was not unmanageable.</p>
<input type="checkbox"/> Organise and manage resources (PA2)	<p>Before the practical, the tortilla chips were already trialed at home, ensuring I knew what to do on the day of the practical.</p> <p>All ingredients were assembled on the bench at the commencement of the practical. The Chili Con Carne was also constantly checked whilst it was cooking to ensure it did not catch on the bottom of the frying pan. The stove heat was adjusted regularly to aid the speed the meal was cooking.</p>
<input type="checkbox"/> Select and apply appropriate technology to prepare and serve food (PA3)	<p>The stove was used for both the tortilla chips and the chili Con Carne. However, the oven was only used on the Wednesday to bake the chips. A small saucepan was also used to boil the rice on the stove.</p> <p>A black bowl was chosen to present my dish, as it was a main meal and I did not want to take the emphasis out of the rich color of Chili Con Carne which contrasted nicely with the white rice. A maroon napkin was also placed decoratively beside the dish to highlight the kidney beans and capsicum in the meal, as well as contrast with the fresh avocado and lettuce.</p>



**Photographic evidence of learning:** (Describe the learning depicted in the photo/s.)

The use of a frying pan to cook the Chili Con Carne



The use of the stove to fry the flat bread



The use of the oven to bake the tortilla chips



Final Dish – Chili Con Carne & Tortilla Chips



**Stage 2 F&H Observation Checklist - Practical Activity 1: Meal Kits**

PA 2 – Organisation and management of time and resources					
Food order completed accurately and on time	<b>A</b>	B	C	D	E
Recipe meets the needs of the practical	<b>A</b>	B	C	D	E
Mise en place – resources organised	<b>A</b>	B	C	D	E
Food prepared in time available	<b>A</b>	B	C	D	E
All equipment left clean and returned to its appropriate place of storage	<b>A</b>	B	C	D	E
PA 3 – Selection and application of the most appropriate technology to prepare and serve food					
Used appropriate practical skills and cooking methods	<b>A</b>	B	C	D	E
Used appropriate selection of cooking techniques	<b>A</b>	B	C	D	E
Used appropriate selection of equipment and technology during the practical	<b>A</b>	B	C	D	E
<p><b>Comments:</b>                      Used appropriate methods to create the dough, kneading and resting well to create a soft dough. Rolled out dough thinly and cooked tortillas in frying pan to give colour.                       When creating her tortilla chips student brush chips with oil to allow for browning and crispiness of texture and presentation.                       Balance spices from chilli con carne well, cover the sauce pan to minimize cooking time.                      Managed her time effectively, multitasking all elements.                      Presented dish in a sophisticated manner.</p>					
Overall Grade	<b>A</b>	B	C	D	E