



SEVEN DAY
CATERING

23 May 2011

7 DAY CATERING CHEFS COMPETE IN FIRST EVER MASTERCHEF COMPETITION IN ASSOCIATION WITH SAINSBURY'S

7 Day Catering has announced the winner of its first ever Masterchef Competition in partnership with client, Sainsbury's. The competition was open to chefs across all 238 Sainsbury's stores over an intensive three month period of area heats and regional final, culminating in the grand final in May at Sainsbury's headquarters in Coventry.

Each chef was asked to create an innovative 2-course menu for four people on a set budget of £10. Menus had to consist of a main course with accompaniments, together with a dessert and be supported by a full method, specification and costing. The rules stipulated that dishes had to be appropriate to the business and capable of being served across all stores. Chefs were given 90 minutes to produce their dishes using fresh ingredients purchased from the shop floor on the day.

Judges scored entrants out of 5 against the following categories: taste, presentation, creativity, cost control and suitability. Following the initial heats, entrants had everything to cook for with just eight places up for grabs at the regional finals and a new judging panel to impress. Each chef was once again tasked to cook the same two courses from the heats to win one of four places in the grand final.

Finalists, Louise Keen, Alan Thompson, Vaughan Jones and Andrew Mason went head-to-head over 90 minutes, with an additional 45 minutes to produce a dish from a mystery bag in the style of Ready Steady Cook, consisting of: Gilt Head Bream, Black Bream, potatoes, lentils, Soy sauce, red onion, ginger, lime, lemon, coriander, rosemary, spinach, spring greens, tomatoes, olive oil and noodles.

Judges in attendance were: Robin McDowell, Project Manager, Sainsbury's, Henry Watts, Managing Director, 7 Day Catering, David Griffiths, Operations Director, 7 Day Catering, John Hamill, Regional Operations Director, 7 Day Catering. Following a closely fought battle, which saw the chef's virtually neck-and-neck up to the final mystery bag stage, it was

Andrew Mason, who finally walked away victorious with the coveted Masterchef title. In addition to having his 2-course menu rolled out across 238 Sainsbury's stores, Andrew also won a day working with the chefs at the highly acclaimed 2 Michelin star Le Manoir Aux Quat'Saisons in Oxfordshire.

Andrew Mason, Chef Manager at Sainsbury's Kimberley store said: It's been a tough three months, but I've enjoyed every second. My fellow chefs were hot-on-my-heels throughout and proved stiff competition. I'm absolutely overjoyed to win. There's a huge sense of pride knowing that my menu will be rolled out across 238 stores with the potential for 40,000 Sainsbury's colleagues to be enjoying my dishes throughout the year."

Henry Watts, Managing Director, 7 Day Catering said: "This is the first year we have run our Masterchef Competition in association with Sainsbury's. I've been receiving incredible feedback from my team over the three months about the standard of cooking and it was great to be here at the finals to witness it for myself. The competition has provided a great opportunity for team members from all stores to get involved, whether they work full time, part time or at the weekend. I'm very much looking forward to next year."

Robin McDowell, Project Manager, Sainsbury's said: "This was a great initiative from 7 Day Catering and one we very much look forward to repeating next year. We feel privileged to have such a high calibre of chefs at our disposal and very much look forward to the roll out of Andrew's winning dishes across our stores."

